Wisconsin Architect

Preconvention

March 1984

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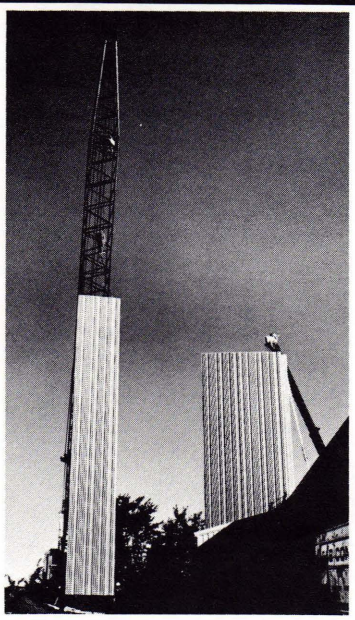
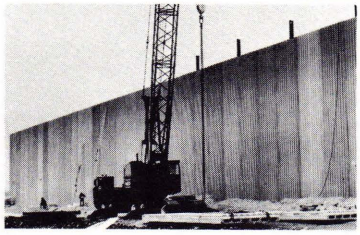
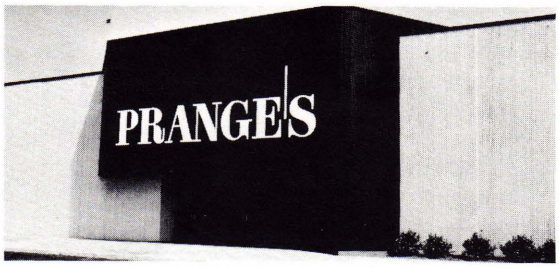


HERITAGE WAFER CO., RIPON — This addition to an existing cookie plant was notable for its 54 foot high wall panels. Fabcon panels are cast on rolling beds up to 700′ long then cut to precise shapes and lengths.

MILLER BREWING COMPANY, MILWAUKEE — Warehousing facilities built with Fabcon insulated sandwich panels provide long-term savings through reduced maintenance requirements.



DISTRIBUTION CENTER, DODGEVILLE — The integral insulation in the 36′ long ground-to-roof Fabcon wall panels provides outstanding energy efficiency for lower operating costs at this 150,000 sq. ft. warehouse/distribution center.



RAPIDS MALL, WISCONSIN RAPIDS — Shopping centers across the Upper Midwest built with Fabcon precast panels offer tenants attractive advantages.

PEPSI-COLA BOTTLING, EAU CLAIRE — Continued selection of Fabcon panels is a testament to owner satisfaction with price, performance and appearance.

HELFAER RECREATION CENTER, MARQUETTE UNIVERSITY, MILWAUKEE — A multi-use recreational facility with raked finish wall panels for visual interest and an open span interior for recreational use.

MID-WISCONSIN BEVERAGE, WAUSAU — Fabcon panels have been specified at four Pepsi Cola manufacturing facilities in recent years. The structural stability provided by Fabcon is a strong selling point.

STEWART DAIRY, MARSHFIELD — Food production facilities take advantage of Fabcon's smooth interior wall surfaces. Nothing more than simple painting is required to provide an easy-to-clean and hygenic finish.

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March 1984

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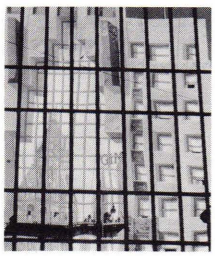
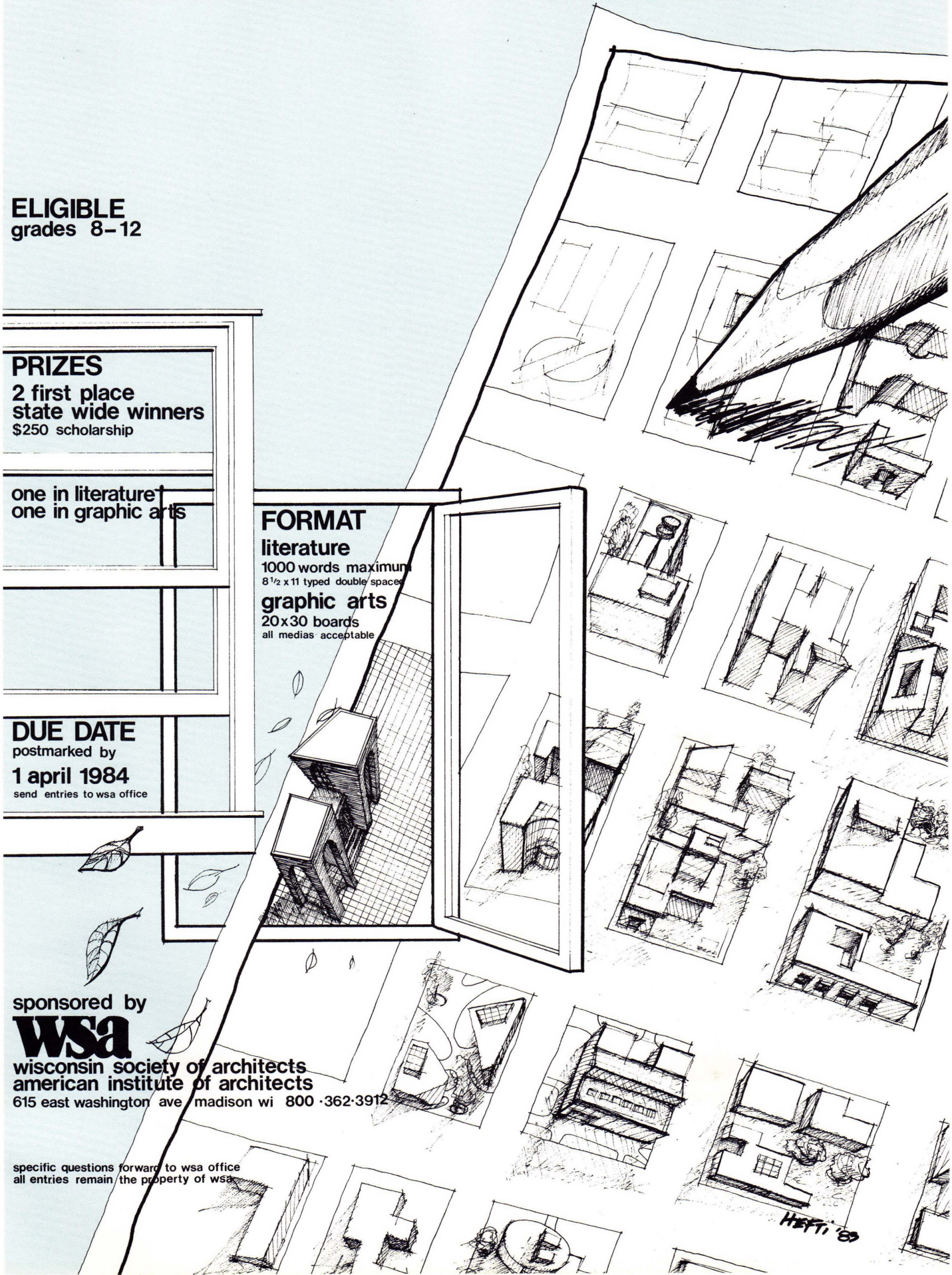


COVER CREDIT:
Patrick M. LeBon,
Design and Visual Communication Major,
Department of Art,
University of Wisconsin-Milwaukee

student competition

"WHAT IS AN ARCHITECT?"



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specific questions forward to wsa office
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EXCELLENCE IN MASONRY

ARCHITECT: Shepherd, Legan, Aldrian

PROJECT: Marshall House
Milwaukee, Wisconsin

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TO: MEMBERS OF WISCONSIN SOCIETY OF ARCHITECTS
AMERICAN INSTITUTE OF ARCHITECTS

We are pleased to announce that the Marshall House in Milwaukee has been selected for "Excellence In Masonry". A representative for Shepherd, Legan, Aldrian, Ltd. describes the project as follows:

> "Because of the distinct historical location of Marshall House, the owner took a personal interest in the selection of the exterior masonry finish. He consulted with our staff and personally made the final selection of the exterior masonry after considering many possible choices. The architect-owner team than visited several installations to view the masonry product in place to determine the texture, quality and light and shadow affects.
>
> "While the masonry itself is not unique, the textured masonry relationship to the design forms and the opportunity of maximizing the use of the deep shadows in the face of the building, presented an opportunity of utilizing the material in a stunning and simple manner.
>
> The final effect was one of beauty in its simplicity and has resulted in many compliments."

Congratulations to Shepherd, Legan Aldrian, Ltd. for "Excellence In Masonry".

Very truly yours,

MASONRY INSTITUTE
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NORBERT J. HYNEK
Executive Vice President

The Architect And The Mechanic's Lien Law

by Eric Englund, WSA Executive Director

For years, architects have been granted a statutory lien on real property improved by their professional service. This statutory benefit is of tremendous value in securing payment of an architect's professional fee. However, as with most laws, continuous questions arise regarding the application or interpretation of the law. The following questions and answers may be of help in better understanding how the Wisconsin law operates in this area.

QUESTION: What persons are granted mechanic's liens under the statute?

ANSWER: Architects, engineers, landscape architects, land surveyors, contractors, subcontractors, laborers and materialmen are included as possible lienors under the statute.

QUESTION: Under what circumstances does an architect's lien rights arise?

ANSWER: Under existing Wisconsin law, the architect only has lien rights against real property if and only if the property is improved. In other words, if plans are prepared and no work is done on the project, the architect does not have lien rights. There must be a physical improvement to the property in order for the architect's lien rights to attach under the current Wisconsin law. There must be "visible commencement of construction" in order for the architect's lien to be enforceable.

QUESTION: Should the contract between the architect and the owner provide the owner with a notice of the right of the architect to file a lien?

ANSWER: If more than four family living units are involved or where more than 10,000 total useable square feet of floor space is to be provided, the contract between the architect and the owner does not need this type of notice. If the project is smaller, such a notice may be necessary.

QUESTION: When must a claim of lien be filed?

ANSWER: Claim of lien must be filed no later than six months after the lien claimant furnished the last labor or materials on the project.

QUESTION: Is there anything that must be done prior to filing a lien claim?

ANSWER: No lien claim may be filed unless, at least 30 days before filing the lien claim, the lien claimant serves on the owner, by registered mail with return receipt requested, a written notice of intent to file a lien claim.

QUESTION: Where should the claim of lien be filed?

ANSWER: The lien claim must be filed in the office of the Clerk of Circuit Court for the county where the property is located.

QUESTION: Is there any special form to be used for the claim of lien?

ANSWER: Yes. Section 779.06(3) of the Wisconsin Statutes, spells out what must be included in the claim of lien.

QUESTION: What does an architect do after filing his claim of lien and serving a copy of it on the owner?

ANSWER: The statute provides that a law suit to enforce the architect's lien claim must be brought within two years from the date of filing a claim for lien. If such an action is not brought, the claim for lien is removed from the property.

QUESTION: Can the owner remove a lien claim from his property without the consent of the lien claimant?

ANSWER: In order to remove an architect's lien the owner may post a bond for the amount of the lien.

QUESTION: Does an architect's lien have priority over liens filed by others on the project?

ANSWER: Not necessarily. An architect's lien attaches and takes priority as of the time of recording the lien claim. Normally, liens of contractors, subcontractors, etc., attach and take priority as of the time of recording the notice of their claims. Therefore, it is important that an architect who has not been paid for his design services file his claim as early as possible.

QUESTION: Assuming that the architect obtains a lien judgment, what happens next?

ANSWER: A judgment on a lien will order that the property be sold to satisfy the amount of the judgment.

QUESTION: What's the most important thing to remember in order to protect the architect's right to a lien?

ANSWER: That within five months of the architect last providing labor or materials that an appropriate notice of lien claim be properly sent to the owner. You must also remember that within six months from the date of last furnishing labor or material that the lien claim must be filed in the office of the Clerk of Circuit Court of the county in which the lands affected are located.

The above is presented to provide some guidance in better understanding the Wisconsin Lien Laws. It is absolutely necessary that you seek legal advice in each situation. You may also want to establish a uniform procedure within your office for assuring timely compliance with the statutory requirements.

Plaza East
— Phase II —

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Plaza East

ARCHITECT:
Murphy/Jahn
Chicago, IL

OWNER:
J.M.B. Realty
Chicago, IL

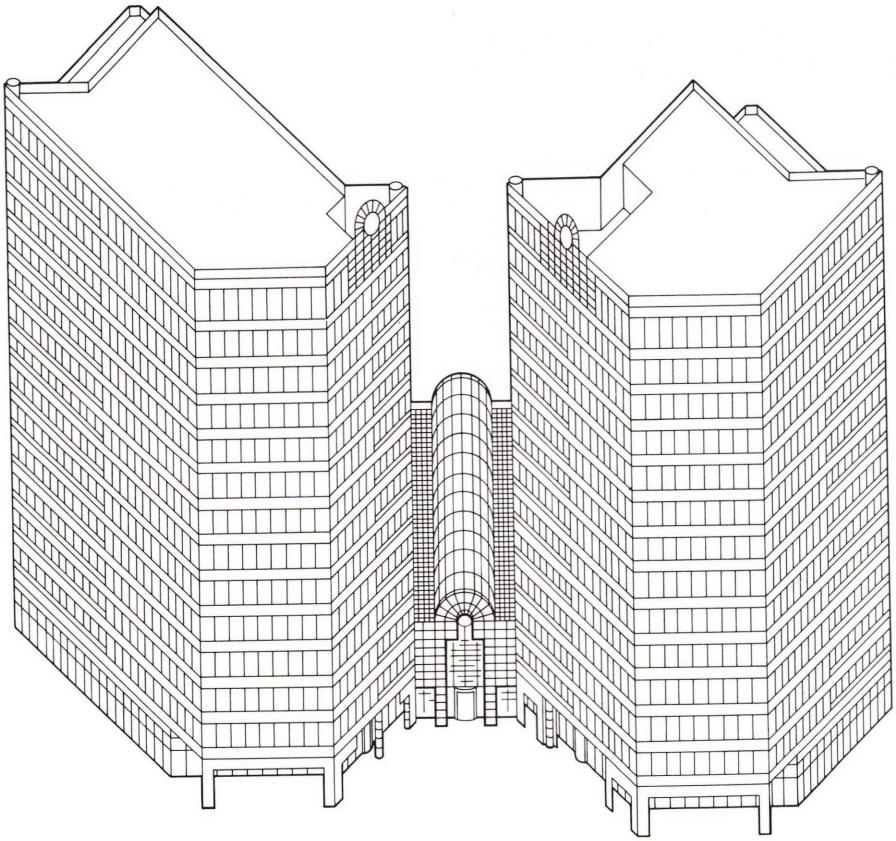
PHOTOGRAPHER:
Eric Oxendorf

Another new building added to Milwaukee's skyline, Plaza East introduces the work of internationally acclaimed architect Helmut Jahn to Milwaukee. More than 450,000 square feet of space is provided within the six-sided twin towers of this dramatic structure.

With 14 stories of white concrete panels accented by ribbed surfaces and grey tinted windows, Plaza East blends in harmony with the many contemporary buildings in the area. Art Deco inspired pediments, russet colored columns and window mullions also integrate tastefully with the Flemish influence design of nearby City Hall and with the European flavor of the Pabst Theatre.

The distinctive character and dignity of Plaza East is most strikingly defined in the design of the Chrystal Colonnade, an enclosed promenade that links the twin towers. Described by Helmut Jahn as a contemporary reinterpretation of London's 19th century Chrystal Palace, this unique corridor of sparkling glass and sculptured steel serves as an impressive setting for a variety of retail shops and restaurants.

Describing this project, the architect, Helmut Jahn, has noted the following: "Before we could meet the challenge set down by the developer to bring a new dimension of architectural expression to an area already distinguished by contemporary structure, we had to first explore and experience downtown Milwaukee. We found it to be steeped in heritage and Old World traditions, yet current in its attitudes toward contemporary influences — especially those of the arts. Thus, Plaza East was conceived out of the synthesis of these attitudes with the functional requirements and esthetic goals of the project."



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Computer Designed Masonry Foundation Walls

The Wisconsin Concrete & Products Association is offering a new service which will analyze or design foundation walls for all types of buildings. This service is offered free to design professionals — architects and engineers — in the state of Wisconsin.

The program was developed by Richard H. Walter, P.E. Executive Director of WCPA, using an Apple II E computer. (The program is available for sale for anyone who has an Apple II E.)

Types of Foundation Walls

Using this newly developed computer program, WCPA can analyze an existing design to determine if the design will meet intended requirements and provide recommendations for alternate solutions if it does not.

The program will provide foundation design recommendations, given building parameters which include:

- Type of building, application or use
- Above grade wall heights and type of construction
- Wall loading
- Soil type and backfill height
- Height and width of foundation wall to meet code requirements

This analysis or design is applicable for basement walls, retaining walls and above grade walls with berming.

Data Provided

The program will check resisting moments limited by steel stress, masonry stress and deflection of the wall. It also checks shearing resistance limited by shear stress and bond strength and checks flexural compressive stresses, both allowable and actual.

Once the stresses have been determined, the program will check various masonry configurations to arrive at that configuration which would be the most economical construction.. Generally, in order of increasing wall strength, the masonry wall (hollow core CMU's) configurations are:

No pilasters

With hollow pilasters (thickened section)

With solid pilasters (thickened section)

Reinforced pilasters (thickened section)

Partially reinforced

Fully grouted

Fully reinforced and grouted

Oftentimes, the analysis will result in a choice of wall configurations for the designer.

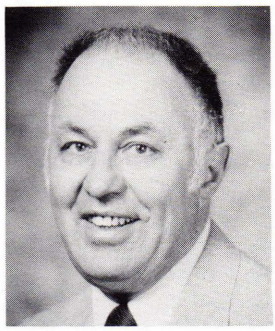
Scheduling

Depending on WCPA's workload, analysis and/or design recommendations can be available within 24 to 48 hours from receipt of the design parameter data. Approximately 50 projects have been analyzed or designed since the program was introduced in the second half of 1983.

WCPA

Dick Walter, Executive Director of WCPA is a registered PE in Wisconsin and also a Certified Association Executive. Dick has 15 years of experience in concrete masonry construction preceded by 13 years of experience with PCA as a Quality Concrete Engineer working with both concrete products and ready mixed concrete companies.

For more information, contact:



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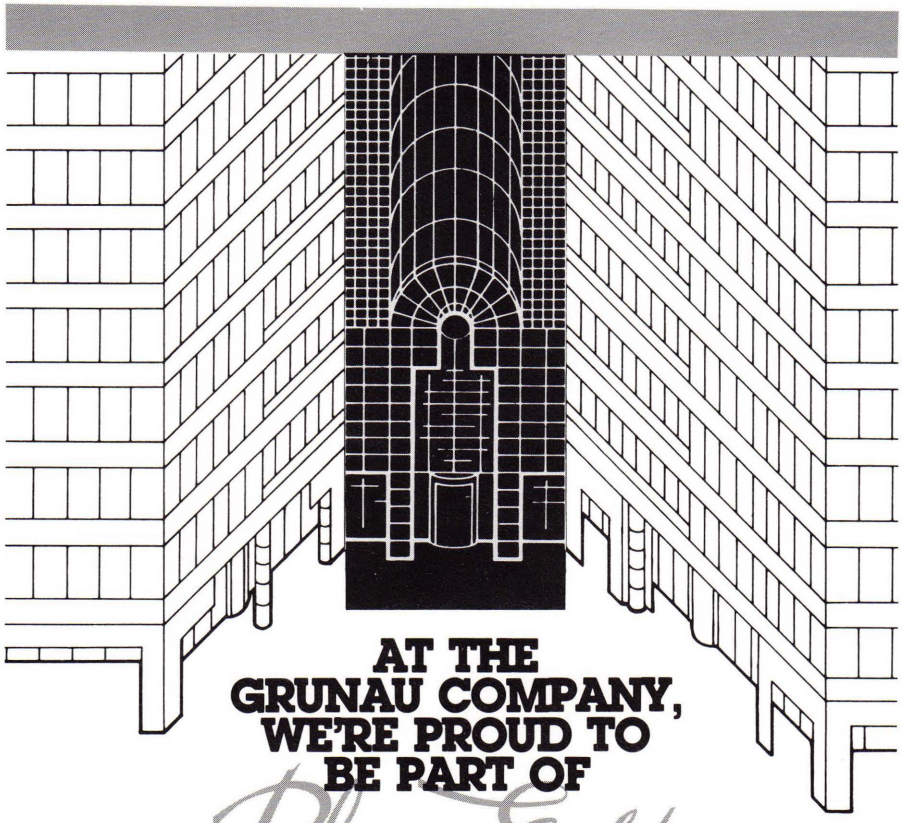

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N/W Chapter Members Graduate From W.I.T.I.

Wisconsin Indianhead Technical Institute-Rice Lake Campus proudly introduces its 1984 Architectural Commercial Design graduating class.

During their two years in the Architectural Commercial Design program, the students have developed a high level of drafting and related skills. They have expanded their architectural and professional experiences by becoming members of the Wisconsin Society of Architects, Northwest Chapter and participated in various society activities. Many of the students are also members of the N.A.H.B. This class displays a good work attitude, is hard working and conscientious.

You will be able to meet these prospective employees at the convention this year. They will have a booth with samples of their work and will be available for job interviews during the convention.

Classes taken by the students in the Architectural Commercial Design program are as follows:

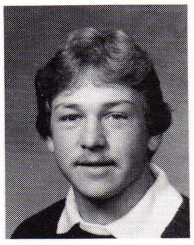
First Year Courses
- 2 Math
- 1 Technical Science
- 1 Communication
- 1 Sociology
- 1 Construction
- 1 Estimating
- 2 Architectural Drafting

Second Year Courses
- 1 Sociology
- 1 Economics
- 1 Technical Writing
- 2 Structural Design
- 1 Mechanical & Electrical Systems
- 1 Construction
- 1 Topographic Science
- 1 Architectural Office Practices
- 2 Architectural Drafting

If you wish to contact any of these people, write:

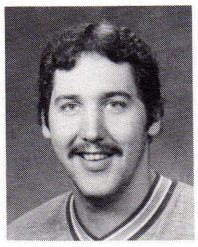
Wisconsin Indianhead Technical Institute
1900 College Drive
Rice Lake, WI 54868

Or Phone: (715) 234-7082



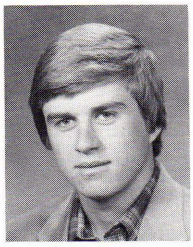
John Smith
Shell Lake
Age 19

In the past two years at W.I.T.I. Rice Lake, I have learned a great deal in the areas of Structural Design, Estimating, Residential and Commercial Design in the Architectural field. The areas in this field that interest me the most are Residential Passive Solar and Earth Sheltered Homes. My future goals are to be employed at an Architectural Firm and to travel. I enjoy many outdoor activities including hunting, fishing, softball and football.



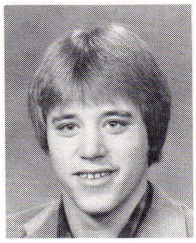
Steve Behrens

Since enrolling at WITI, I have become very interested and excited about the prospects of becoming an architectural commercial or residential designer. Prior experience in the architectural field includes working at a truss company for the past two summers and as a carpenter for a summer. I also have background classes in mechanical design, computer operations, art and am a member of WSA/AIA and NAHB clubs. My wife and I are also willing to relocate for a position that would further my architectural designs.



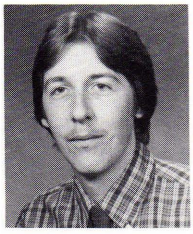
Barry Truog
Age 19
Independence, WI

While attending WITI for the past 2 years, I have been a member of WSA and NAHB which has helped me to gain more knowledge in the interesting area of architecture. I currently hold a grade point average of 3.78. After graduating from WITI in May, my goal is to work with an architectural firm and get as much experience in the field as possible. While working on a dairy farm, I worked hard and learned how to be responsible. I enjoy fishing and hunting.



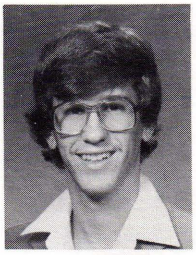
Cory Daniel
Herbster, WI
Age 19

During the past two years at WITI-Rice Lake, my knowledge in the architectural field has greatly increased. I have been a member of the Architectural Research Club, student member of the WSA/AIA, and vice-president of our student chapter of NAHB. I have maintained a G.P.A. of 3.42 and was valedictorian of my high school class. My plans are to continue my education in the field of engineering.



Paul Witek
Green Bay, WI

Having been interested in architecture since a young age, I have enjoyed my education in Architectural Commercial Design. While attending WITI, I have earned a GPA of 3.84 and have been active in WSA, NAHB and was elected to the Student Senate. Having worked with a carpenter and having had courses in computer applications and programming will, I feel, be advantageous to me in the changing field of architecture.



Paul Kouba

Prior to entering WITI, I have had 4 years of math, 1 year of drafting, and 4 years of Ind. Arts. While at WITI I took the required courses, Computer Applications, tutored math for 1 year, and maintained a 3.76 GPA. I have been an active member of WSA/AIA, Architectural Research Club, and NAHB. My future plans are to begin a career in the challenging field of architecture.

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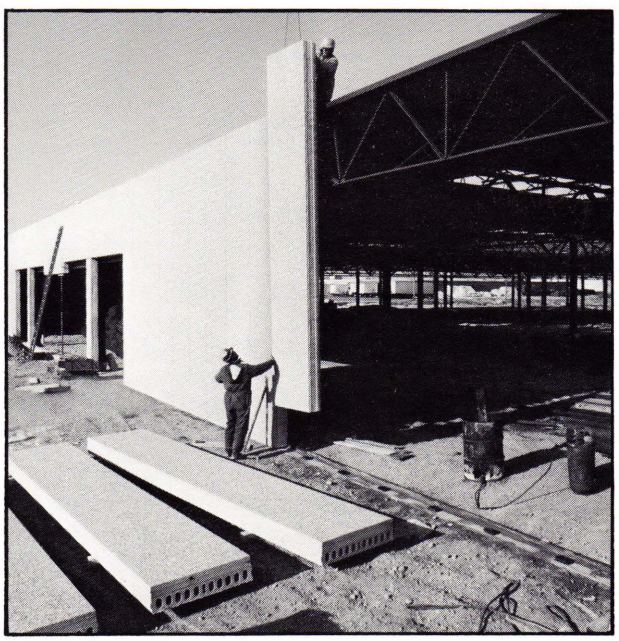

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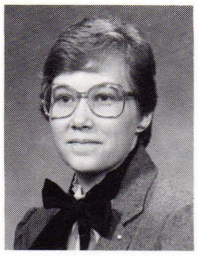
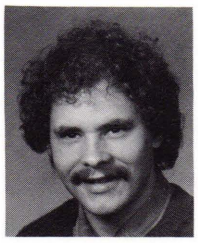


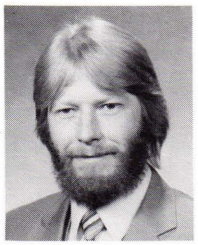
Robin Lamberg
Age 25

My two years at WITI-Rice Lake have increased my knowledge of and interest in architecture, especially in the fields of solar, super-insulation, and structural design. While attending, I have maintained a GPA of 3.4 and have been active in various clubs and secretary of the Architectural Research Club. As a parent and older student, I am both willing to and capable of handling a great deal of responsibility and have learned the advantages of time management. My future plans are to work in the architectural or engineering fields and eventually obtain an engineering degree.



Garry Weisinger

I am currently working part time in an architectural office, which has broadened my education considerably. I am the president of our WSA/AIA student chapter. My wife and I have decided that we would like to move to a large community to continue our careers. The opportunity for advancement and to possibly branch off into an area of particular interest is the type of environment I like and hope to be in.



Robert Gale
Married
With Two Children

My goal upon graduating is to work in an architectural office ultimately becoming involved in project management. I have eight years experience in the building trades as a carpenter and four years as a general contractor with experience in design, estimating and job management. My interests are in passive solar design and earth sheltered structures. While attending WITI, I have been a member of the Northwest Chapter WSA/AIA, NAHB and the Architectural Research Club.

Kelly Vavra
Age 20
Chippewa Falls, WI

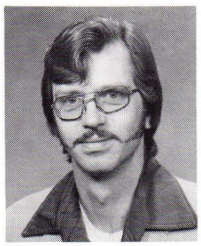
Prior to attending WITI-Rice Lake I had 2 years of high school drafting, also 4 years of math. I am currently involved with NAHB and recently have attended the NAHB convention in Houston, Texas. I am looking forward to broadening my skills as a draftsperson in the field of residential design.

Theresa E. Preston
Age 34

Following graduation I plan to pursue a career in the architectural field. As a student I was a member of the NAHB Club, the Architectural Research Club and was on the Local Advisory Committee, while maintaining a 3.9 GPA. While enrolled at WITI I worked as Owner/Manager of a supper club. Prior to my marriage I attended the University of Manitoba School of Interior Design.

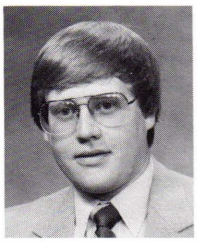
Kathleen Kendzior
Age 20
Chippewa Falls, WI

Upon graduation in May my goal will be to obtain a job as an Architectural Technician. I have been an active member of the N.W. Student Chapter of WSA/AIA, holding the offices of secretary and vice-president. I also have been a member of NAHB. I have had some experience in residential design although commercial design also holds my interest. In addition to our required classed I also have had a Computer Applications class.



Donald Paul

Prior to attending WITI, I worked in the construction industry with concrete and building construction, on residential, industrial and commercial buildings. I'm interested in solar design and super-insulated buildings. While at WITI, I had classroom training in computer programming and operation and served as president of the WITI Vets Club. I'm looking forward to working in jobs related to the training I received.

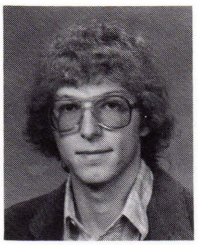


Jeffrey A. Larson

Prior to enrolling at WITI, I have taken three years of drafting, three years of structural building and mathematics at Mondovi High School. I enjoy bowling, golf, fishing, basketball and many other physical activities. My main interest is to become employed at an architectural office and work eventually to become a registered architect.

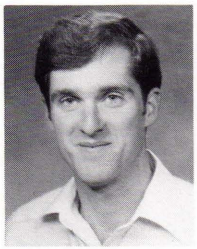
Barb Volk
Age 21

I began school with minimal drafting experience, just plenty of interest and ambition. While attending school at WITI, I gained some residential architectural drafting experience working for a self-employed draftsman. For the past two years, I've been the NAHB secretary, and recently attended the NAHB National Convention in Houston, Texas. I'm also taking an elective course in computers, while still maintaining a GPA of 3.57. My goal is a successful career in Residential Design.



Jeffrey D. Bunkleman
Marshfield, WI

My interests in architecture have taken me to WITI-Rice Lake the past two years, where I have taken the related courses along with a course in computer applications. I am a member of the Architectural Research Club and a student member of the WSA/AIA. I also have taken one year of engineering at the University of Wisconsin-Marshfield. Upon graduation, I eagerly await the challenge of finding employment in the engineering or architectural fields.



Timothy Q. Riley

In addition to my Architectural/Commercial Design degree (GPA 3.6), I have also earned an Associate Degree in Accounting (GPA 3.8) from WITI in order to broaden my business background. A Milwaukee native, 25, and married, I'm a high school graduate from Chippewa Falls with 3 years service experience in the Army. As treasurer of the Architectural Research Club, I am an active member in the WSA/AIA activities. Being a dedicated and ambitious individual, I am eager to begin a career in the challenging field of architecture.

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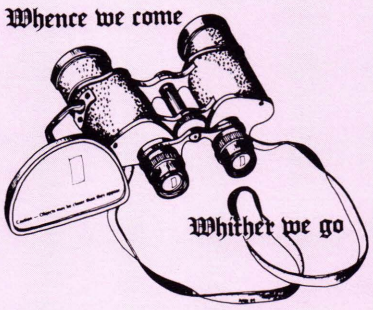


"Whence we come Whither we go"

DOUG RYHN

To Friends and Colleagues in the Building Industry:

Among the many suggestions I received as I began to think about a theme for this year's convention was the oft repeated question, "Where are we going?" That sounded like a reasonable question to me given the vast array of visionary architecture about us. However, being an academic I felt we should ask the other question. "Where did we come from?" So, you guessed it, a theme was born, and with a little embelishment it became "Whence we come, whither we go?" The small phrase hidden in the rear view mirror became sort of a postscript and in a way put things in proper perspective, as we like to say.

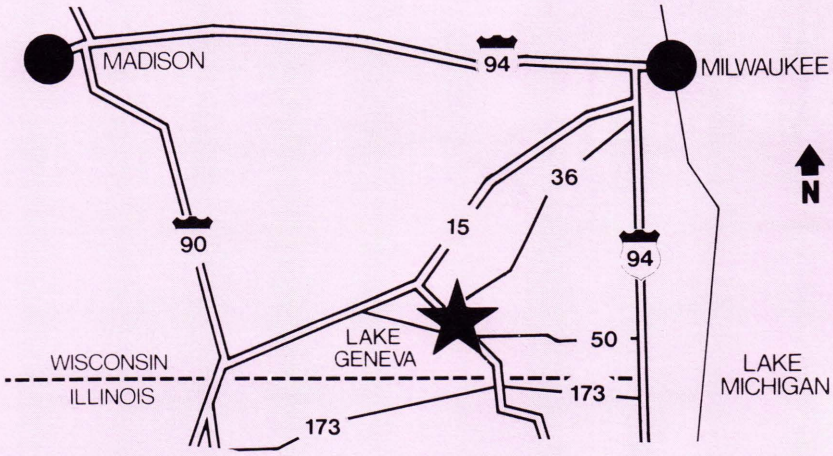
Thus, having a theme, what about the format? After reading the evaluation questionaires from last year it appeared there was only one change we should consider, that of moving from a three day convention to a two day convention. The arguments from practitioners and exhibitors alike were most convincing. But as we attempt to pack three pounds of excitement into a two pound bag, somethings got to give and I lay you odds it will be sleep. Small price, we hope!

As many of you will probably guess, I was also obviously influenced by some memorable experiences over the years at the International Design Conference in Aspen. And though we don't have Ajax Mountain, the Roaring Fork or even an orange and blue tent we have tried to put together events that will be interesting, provocative and fun. Therefore, some speakers are architects, some are not; the seminars border on controversial, the spirits will be cool, the mood mellow and the music hot.

Welcome to the 53rd annual convention, See you at the Americana Lake Geneva Resort on May 1st and 2nd, 1984.

Doug Ryhn
1984 Convention Chairman

How to get there



FROM O'HARE INTERNATIONAL AIRPORT

Take I-294 toward Milwaukee (I-294 changes to I-94.) Then proceed the same as from "The Loop"... Take Highway 173 west to Richmond and Highway 12 north to Lake Geneva.

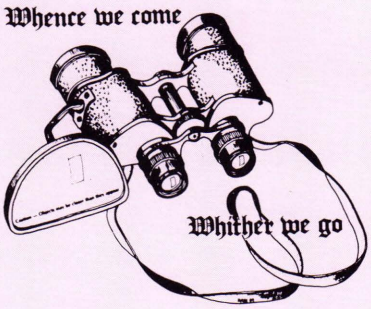
FROM MADISON

Take I-90 south toward Beloit and Janesville... then take Delavan exit Highway 11 just south of Janesville. In Delavan... change to Highway 50 and proceed on Highway 50 through Lake Geneva heading east.

FROM MILWAUKEE

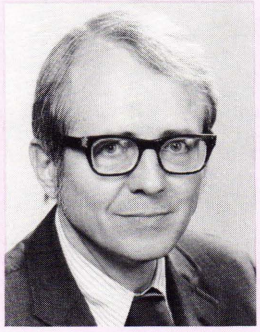
You may take I-94 south to Highway 50 West/Lake Geneva (approximately 19 miles) on two lane road. The resort is on your right. If you go under the overpass of Highway 12, you have gone too far.

Or...take 894 and Highway 15 south until you see Highway 12/Lake Geneva exit. Exit here and follow Highway 12 until you see Highway 12/Lake Geneva. Take off ramp to stop sign; at stop sign, take a right under the overpass and the resort will be on your left.

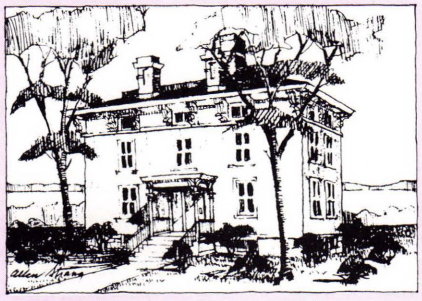


TUESDAY, MAY 1, 1984

REGISTRATION:
Check in at the Registration Desk in the Exhibit Hall and pick up your convention materials. The registration area will be the location of the message board, display of student work and the entrance to the Exhibit Hall.

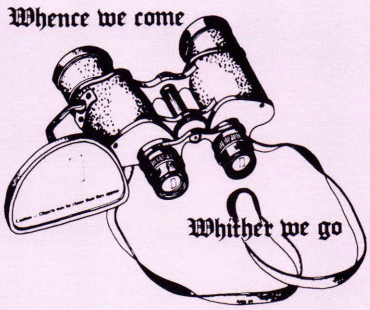

PAUL GAPP

The winner of the 1979 Pulitzer Prize for Criticism will be the Convention's keynote speaker . . . Paul Gapp. Currently writing as the architectural critic for the Chicago Tribune, Gapp has written numerous articles on architecture and urban planning for professional journals, as well as the Tribune. He is a contributing editor to Inland Architect Magazine and a member of the Board of Directors of the National Building Museum in Washington, D.C.
Paul Gapp is interested in Wisconsin architecture and has indicated an interest in coming to our Convention and sharing his observations, insights, and concerns.
As a keynote speaker for this Convention, Paul Gapp will provide an overview to matters to be discussed during the entire Convention. Tuesday May 1, 1984 9:30-10:45 a.m.


STONER HOUSE

Wisconsin Architects Foundation Annual Meeting And Reception
The Wisconsin Architects Foundation (WAF) is completing its 29th year of contributing to the educational development of architecture in Wisconsin. During these 29 years the WAF has dispersed more than $83,000 in scholarships, as well as building its endowment fund to in excess of $60,000. During this last year the WAF received a donation of the Joseph J. Stoner House in Madison which is currently being renovated for use as the permanent home of the WAF and the WSA.
The Board of Directors of the WAF invites all Convention registrants to be their guests for a brief report, wine and hors d'oeuvres immediately preceeding the WSA Annual Meeting and Lunch. Tuesday, May 1, 1984 10:45-11:30 a.m.

WSA ANNUAL MEETING AND LUNCH
Join WSA president, Fred Zimmermann, WSA Executive Director, Eric Englund, AIA Regional Director, Dave Lawson and the WSA Board of Directors for lunch and the opportunity to hear and discuss important issues facing the profession. This is your chance to talk about the issues and to hear brief reports on the programs and the financial status of the WSA. Members and non-members are encouraged to come and participate. You are encouraged to ask questions in an open and free wheeling forum which is being planned to provide members with the opportunity to feedback their thoughts, comments, and observations regarding WSA operations. Lunch is on the WSA . . . come and talk.
Tuesday May 1, 1984 11:30-1:30 p.m.



IVAN CHERMAYEFF

A principal in the New York design firm of Chermayeff and Geismar, this speaker has been active in a wide range of design areas, especially graphic design, corporate identification programs, exhibition design, and architectural graphics. The firm philosophy is that design is a solution of problems, and they seek to show evidence of this philosophy by incorporating ideas in relation to the given problem, rather than the arbitrary application of fashionable styles.

With a list of clients that include Mobile Oil, Zerox, The Museum of Modern Art, and the Environmental Protection Agency, Mr. Chermayeff and his firm have an international reputation which has been recognized by numerous design awards from all of the major professional organizations. In 1983 the firm received the First International Design Award from the Japan Design Foundation.

A past recipient of the President's Fellow Award from the Rhode Island School of Design and an honorary Doctor of Laws, Ivan Chermayeff is an engaging speaker who is anxious to share his thoughts, observations and comments on matters pertaining to the past, present, and future of graphics and architecture. Tuesday May 1, 1984 1:30-2:30 p.m.

ROBERT GREENSTREET

ADVERTISING SEMINAR

Advertising!! Architects?? What's it all about?? Here's your chance to listen and talk about advertising by architects in the contemporary society. It won't all be serious, we'll try a few skits. No . . . we won't recommend that architects give away a free video recorder with every commission. There will be discussion and a chance to investigate in detail the who, what, where, how and why of advertising in architecture. Join UW-M SARUP Professor Robert Greenstreet in this discussion which promises to be at times fun, at times serious, and at all times insightful. Tuesday May 1, 1984 2:30-3:15 p.m.

CONSTRUCTION INDUSTRY RECEPTION AND OPEN HOUSE PARTY

Come to the largest "hospitality suite" to ever hit Lake Geneva. This hospitality suite will be in the Exhibit Hall and will feature 108 exhibits of construction related materials, services, furniture, and equipment. There is no registration fee for this event. Invitations have been sent to contractors, subcontractors, interior designers, landscape architects, urban planners and others interested in the design and construction industry. Bring your spouse. Invite your co-workers, consultants, industry friends, and clients. This is an excellent opportunity to update your knowledge on current construction services and materials while having a good time. Free beer and pretzels with cash bars.

Tuesday May 1, 1984 3:15-7:15 p.m.

PROGRESSIVE ARCHITECT COCKTAIL PARTY

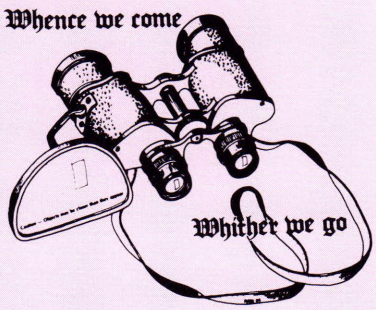
This is your opportunity to visit with architects and exhibitors in the most informal of settings . . . a progressive cocktail party. The cornerstone of this party will be champagne and shrimp in the master suite of the Americana Lake Geneva. Other stops in this progressive party will be for wine, stuffed tomatoes, smoked fish, pate, quiche, Wisconsin cheeses, and various other culinary delights. There will be at least 10 different stops on this journey in search of the perfect hors d'oeuvre and cocktail.

CHARRETTES

And what happens after you've made all the stops? Then it's time for the Charrettes. The Charrettes are a structurally sound five piece band based at the UWM department of architecture. Renee Heater, singer, and female in the group, states that she can best be compared to a curtain wall. "What you see on the outside is not what is supporting the inside". J.T. Heater, lead guitarist is heavily influenced by Louis Sullivan. His goal is to have a 20' carved granite sign on a building stating "J.T. Heater, Architect". Joel Krueger, guitarist, is the I.D.S. building of the band. Taller than almost anyone in the world, he sings like Frank LLoyd wished he could. Larry Saint Germaine, drummer, is closely related to the Milwaukee Federal Building. That is to say he is definitely "not normal". Jim Dombroski, bass guitarist, lays down the foundation of the band's sound upon which the others build. These are the Charretes "The all nighters of Rock and Roll". And when the Charrettes fade into the evening, then what? Relax, enjoy dinner with friends and companions. Dinner will be on your own. Dine elegantly in the Americana Steak House. Or try more casual fare at Annie's or any of a number of restaurants in the Lake Geneva area. After dinner there will be dancing in the Disco.

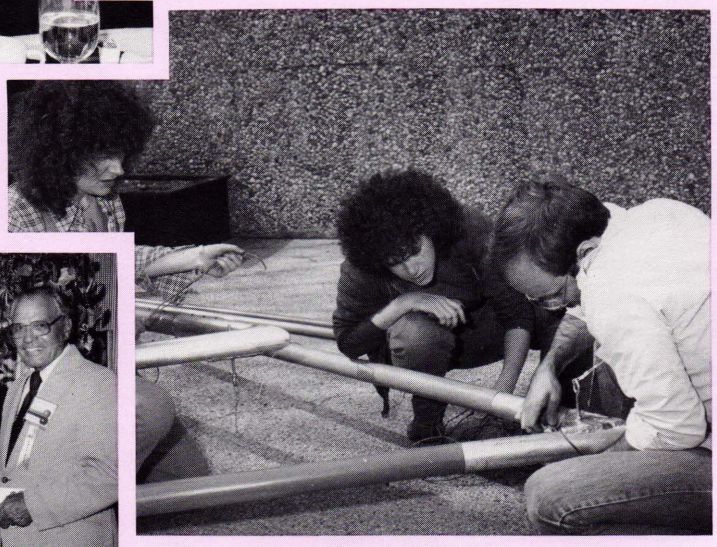
Tuesday, May 1, 1984 7:15-9:15 p.m.

CONVENTION SCHEDULE



DAY	SPEAKERS AND SEMINARS	SPECIAL EVENTS	SPOUSES PROGRAM
Tuesday May 1, 1984	**8:30-9:30 a.m.** — Registration opens **9:30-10:45 a.m.** — Paul Gapp — Speaker **1:30-2:30 p.m.** — Ivan Chermayeff Speaker **2:30-3:15 p.m.** — Advertising seminar	**10:45-11:30 a.m.** — WAF reception and annual meeting **11:30-1:30 p.m.** — WSA lunch and annual meeting **2:30-3:15 p.m.** — Exhibitor meeting and discussion **3:15-7:15 p.m.** — Exhibits open — Construction Industry Reception **7:15-10:00 p.m.** — Progressive Architect Cocktail Party	**2:45-4:00 p.m.** — Aerobic exercise
Wednesday May 2, 1984	**9:30-10:30 a.m.** — Ricardo Bofill — Speaker **10:30-11:45 a.m.** — Ethics Seminar **2:00-2:45 p.m.** — Carl Patton — Speaker **2:45-3:45 p.m.** — Reyner Banham — Speaker	**7:00 a.m.** — Fun Run "Whither we go" **7:30-9:30 a.m.** — Exhibits open — breakfast in Exhibit Hall **11:45-1:45 p.m.** — Exhibits open — Walking lunch **3:45-5:15 p.m.** — Exhibits open **5:30-8:00** — Honor Awards Banquet	**10:00-2:00 p.m.** — Antiquing in Woodstock; Woodstock, Illinois

REMEMBER LAST YEAR



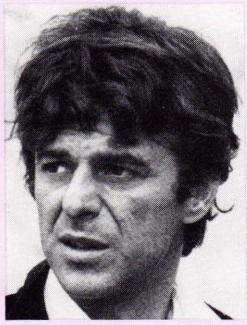
WEDNESDAY, MAY 2, 1984

WSA ANNUAL WHITHER WE GO FUN RUN

Here's your chance to run, (walk or creep) over a 1, 3 or 5 mile course. You don't even have to be the first one across the finish line to win . . . all you have to do is predict your time and then come closest to that time. And prizes . . . we've got prizes. In addition to fame, fortune and your picture in the WISCONSIN ARCHITECT, the winner will receive a prize which is too grand to even to mention in this publication. Shower facilities will be available at the conclusion of the race.
Wednesday, May 2, 1984

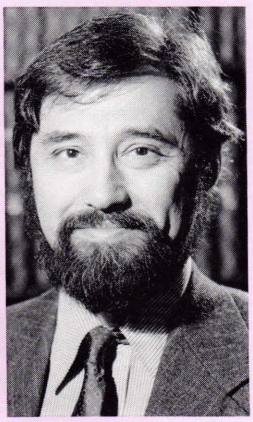
BREAKFAST IN EXHIBIT HALL

It's amazing how quickly a Bloody Mary, coffee, and a bowl of fresh fruit will wake you up. Here's your chance to find out. On the "morning after" the Exhibit Hall will open at 7:30 a.m. and breakfast will be served. Interact with 108 exhibitors of construction related services, equipment, supplies and furniture. It will be a calm and quiet time which will provide you with ample opportunity to talk with exhibitors and enhance your insight into how their products and services can better your practice. Door prizes, 1984 Honor Awards display, VTAE student drafting competition display and UW-M student design competition are all included in this event.
Wednesday, May 2, 1984 7:30-9:30 a.m.


RICARDO BOFILL

In 1963 Ricardo Bofill gathered together a group of architects, and created what is known today as the Taller de Arquitectura. That group continues its architectural efforts today, working in a renovated cement factory near Barcelona, Spain. Its efforts are concentrated on searches to resolve urban growth problems. From the United States to western Europe to the Near East and Africa, Ricardo Bofill is recognized for his architectural expertise and abilities to successfully provide solutions to contemporary urban growth problems.

He is looking forward to the opportunity of presenting to you his work and philosophies.
Wednesday May 2, 1984 9:30-10:30 a.m.


DAVID EVAN GLASSER

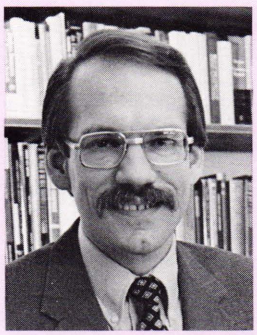
ETHICS SEMINAR

Over and above daily concerns for survival in professional practice, architects are increasingly concerned with their ethical position with respect to clients and community. Besides bringing competence and experience to bear on building projects we carry with us a set of ethical values which affects our work as profoundly as any of our other professional skills. The seminar/workshop with a panel of distinguished practitioners from around the state will explore a range of issues including: How are ethical values promulgated in education and practice? Who represents the public interest? When does the architect have the ethical basis for refusing work?, and other provacative questions.

Prof. David Evan Glasser, AIA, Chairman of the UWM Department of Architecture, will serve as moderator of a panel of six architects who have deep interest in the area of ethics. There will be an opportunity for broad audience participation in a spirited debate on a subject which has been either neglected or trivialized. Members are urged to attend and share their views.
Wednesday, May 2, 1984 — 10:30-11:45

WALKING LUNCH

Meet our 108 exhibitors of construction related services, equipment and furniture. Enjoy a walking lunch (included in your registration fee) as you stroll through the Exhibit Hall. Door prizes, 1984 Honor Awards Display, VTAE student drafting competition and other special events are all included in this event.
Wednesday May 2, 1984 11:45-1:45 p.m.

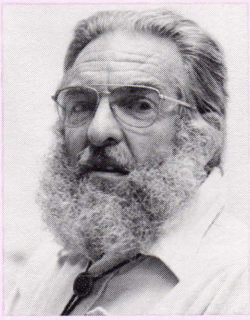


CARL PATTON

Recently appointed Dean of the University of Wisconsin-Milwaukee School of Architecture and Urban Planning, Dean Patton is interested in working with the Wisconsin architectural community to insure that the education of future architects is responsive to the needs of the architectural profession and the people of Wisconsin. Dean Patton is a strong advocate of the value of the architect's professional design and construction services and has made substantial efforts to educate community leaders in their recognition of the importance of a quality built environment.

Dean Patton will address the relationship between architecture and planning and will also be available to discuss your concerns, needs, and observations on matters pertaining to educating the next generation of architects.

Wednesday May 2, 1984, 2:00-2:45 p.m.



REYNER BANHAM

Architectural historian and critic, Reyner Banham is a recipient of the AIA 1984 Institute Honor in recognition of his fresh insight and new ways of looking at buildings, the man-made environment and the nature of cities. A major author on archtecture and design, Banham has been called, "the most important historian and critic of architecture today." He is currently professor of art history at the University of California-Santa Cruz.

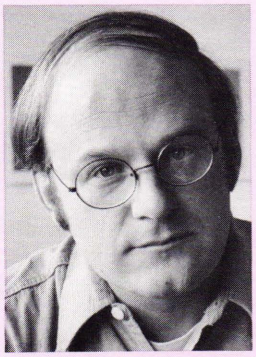
One of the internationally acclaimed speakers at this Convention, Banham is known for his frank and open reactions and observations of the past, present and future scenes. His eye is penetrating and his commentaries perceptive. He is a thinker, historian, philosopher and visionary. His unique outlook has inspired architects on both sides of the Atlantic.

EXHIBIT AREA

Last chance to have that final chat with exhibitor friends or pick-up product information for current jobs.

Wednesday May 2, 1984 3:45-5:15 p.m.

HONOR AWARDS BANQUET
THOMAS H. BEEBY, AIA



THOMAS BEEBY

The WSA annually sponsors an Honor Awards Program as a means of recognizing design excellence in Wisconsin. The final event of this year's WSA convention will be a banquet and presentation of owners, Contractors and Architects who have received Honor Awards as part of the 1984 Jurying. Recognition will also be given to several individuals who have been awarded Citations For Distinguished Service by the WSA.

Thomas H. Beeby, AIA, a member of the WSA's 1984 Honor Awards Jury will be our guest at this banquet. He is a member of the Chicago architectural firm of Hammond, Beeby and Babka, Architects. He first practiced architecture with C.F. Murphy Associates in Chicago. He is visiting critic for spring, 1984 in the Chicago Studio of the Department of Architecture. His firm has received numerous regional and local design awards and has twice received citations from the Progressive Architecture Design Awards Program.

Wednesday May 2, 1984 5:30-8:00 p.m.

SPOUSES

The spouses of individuals registered for the convention will be offered free admittance to all convention presentations, exhibits and spouse activites. Spouses will be responsible for the cost of tickets to special events. Each should obtain an identification badge at the registration desk.

SPOUSES PROGRAM
AEROBIC EXERCISE
The Americana's Health Fitness Center will host an aerobic exercise period for spouses. The Americana's sauna, steam room, whirlpool and shower facilities will be available to participating spouses. Shaping up can be fun. . . and this aerobic exercise period will be great fun. Bring your own exercise attire . . . but not your towel, they will supplied.
Tuesday May 1, 1984 2:45-4:00 p.m.

SPOUSES PROGRAM
ANTIQUING IN WOODSTOCK
Woodstock, Illinois is only a short drive from The Americana and contains many antique shops and dining establishments. Spend a part of the day in Woodstock looking at antiques and having lunch. Transportation to be provided.
Wednesday May 2, 1984 10:00 a.m.-2:00 p.m.

REGISTRATION

CONVENTION AVAILABLE TO ALL OF YOUR STAFF
This year's registration again allows non-member guests to attend the Convention. The importance of the seminar topics and the variety of exhibits in the exhibition area are relevant to every person in your firm, so plan for them to attend the WSA Convention. Registration is offered by individual day or as a package, and exhibits will be available each day in addition to the seminars, meetings and various social events.
DISCOUNT FOR EARLY REGISTRATION
The Convention Committee has made every effort to keep costs down at Convention events as a method of encouraging registrations and participation. You should take advantage of the SPECIAL DISCOUNT FOR EARLY REGISTRATION. Please note on the registration form the dollars saved by submitting your registrations prior to April 20.

LODGING

LODGING INFORMATION
A block of rooms has been reserved at The Americana Lake Geneva, Lake Geneva, Wisconsin. Exhibitors and registrants participating in the WSA's 53rd annual Convention will be able to obtain rooms (single or double occupancy) for $49 per night. These rooms normally rent for $75 per night. Reservation forms for rooms are available through the WSA office.

MESSAGE CENTER

There will be a Message Center at the Convention where you can be contacted. Calls should be placed to the Wisconsin Society of Architects Convention (414) 248-8811 and the caller should ask for the WSA Message Center.

CEU CREDIT OFFERED

For the seventh year, the WSA will be awarding CEU credits for attendance at the seminars during the two days of the Convention. If you plan to take advantage of this opportunity, please note the item on the registration form related to CEU credit. One CEU credit is the equivalent of 10 hours of seminars/class room attendance. CEU registration forms will be available at the Convention.

COMPETITIONS

UW-M SARUP **DESIGN COMPETITION**
The WSA has challenged the students at UW-M School of Architecture and Urban Planning to provide a design solution for an exterior welcome to the 1984 WSA Convention. The WSA Convention Committee determined that since the heart of architecture is design excellence such excellence should begin at the front door of the Convention.
Come to the Convention and see how the next generation of architects has responded to this challenge.
DRAFTING COMPETITION
The WSA is sponsoring a drafting competition, open to students enrolled in architectural or civil drafting courses in the Wisconsin Vocational Technical and Adult Education System. Jim Schlueter, AIA, is coordinating this event. Winners will be announced and entries will be displayed at the 1984 WSA Convention.
WHAT IS AN ARCHITECT?
For the last four months Wisconsin High School students in both literature and graphics classes have been addressing the question "What Is An Architect?". Over 1,000 posters were distributed to High Schools throughout Wisconsin inviting students to participate in a scholarship competition where they could address this question. In sponsoring this competition, the WSA's Public Awareness Committee sought to educate the next generation of consumers of architectural services on the value, scope, and competence of contemporary architects. What did the students come up with? We'll find out at the Convention. Their materials will be on display and the winner will be recognized at the WSA's Honor Awards Banquet.

1984 EXHIBITORS

For the ninth consecutive year, all exhibitors' booths have been sold for the WSA's annual Convention. The WSA wants to show off this year the 108 product exhibits that will be on display in the Exhibit Hall at The Americana Lake Geneva. Registration fees for the Construction Reception and Cocktail Party, to be held in the Exhibit Hall Tuesday, May 1, 3:15 - 7:15 P.M. will be waived. Invite your planning commission, school board members, aldermen, church building committee, library board, neighborhood merchants, government leaders, contractors, engineers, spouse, friends, and other professional associates and construction members. Show them another aspect of the architectural profession. Let them absorb the range of products needed for their project. Exhibitors at the 1984 Convention include:

Acoustical Floors of Wisconsin, Inc.
ADT Security Systems
Advanced Computer Graphics, Inc.
Advance Plastic & Glass, Inc.
A/E Graphics, Inc.
Allied Roofers Supply Corporation
Andersen Windowalls
Architectural Woodwork Institute
Automatic Entrances of Wisconsin, Inc.
Barcol Overdoor Co., Inc.
Best Block Co.
Bomanite of Wisconsin
Bublitz, Inc.
John Buhler Co.
Calmar Manufacturing Co., Inc.
Central States Slate Sales
Champion Companies of Wisconsin
The Cheney Co.
Child Crest Distributing
Cold Spring Granite Co.
Component Building Products, Inc.
Consoweld Corp.
Coolidge Glass
Derse Technical Signage
Desert Aire Corp.
Display Directions
Donovan Floors, Inc.
Duro-Last Roofing, Inc.
Edwards Sales Co.
Fabcon, Incorporated
David Fogelstrom & Associates
Formica Corporation
Geis Building Products, Inc.
General Tire Building Products Co.
Geotextile Systems, Inc.
Graham Architectural Products Corp.
Halquist Stone Company, Inc.
Hamele Sales, Inc.
The Hartland Corporation
Holquin & Associates, Inc.
Jaeckle Wholesale Inc.
Jones & Brown Co., Inc.
Kawneer
Klein-Dickert Co., Inc.
Dave Maley & Associates
Marquart Millwork Co.
Marvin Windows
Masonry Institute of Wisconsin
MDC Wallcoverings
Mid-Continent Cabinetry
Midland Brick Co.
Mid-States Concrete Products Co.
Mid West Plastics
Milwaukee Insulation
Minnesota Diversified Products
Modulex Inc.
Moduline Windows, Inc.
Monarch Tile Manufacturing Inc.
Neogard Corp.
Northwestern Elevator Co., Inc.
Orlandini Studios Ltd.
Otis Elevator Co.
Pioneer Plastics — Division LOF Plastic, Inc.
Poblocki & Sons Co.
Point Line Corp.
The Radford Company
Raynor Manufacturing Co.
Republic Midwest Inc.
Republic Powdered Metals, Inc.
Shannon Sales Co., Inc.
Society of Steel Fabricators of Wisconsin
Spancrete/Waukesha Block
S & S Sales Corp.
State Industries
Stickler & Associates, Inc.
Stippich, Inc.
Sunspace
Tamms Industries
TBI
Thoro System Products
Tremco, Inc.
Tropical Plant Rentals, Inc.
Twin City Testing
Vande Hey's Roofing
Ver Halen, Inc.
Wayne - Dalton Corp.
Weather Tek
West Twin Distributing, Inc.
White Power Files, Inc.
West Twin Distributing, Inc.
White Power Files, Inc.
Wilsonart
Wisconsin Automatic Door
Wisconsin Face Brick & Supply Co.
Wisconsin Gas Co.
Wisconsin Illinois Wholesale
Wisconsin Office Systems, Inc.
Wood Lam
Uchner Studios
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Thank you, Wisconsin

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Society News

WHAT IS AN ARCHITECT?

We aren't sure we know . . . but that's the question being asked every high school student in Wisconsin.

The Public Relations committee of the WSA has circulated materials to all high schools in Wisconsin sponsoring a competition in which students can answer that question. The answers can either be in graphic form or essay. Materials are to be submitted to the WSA office for judging prior to the 53rd Annual Convention. The winning materials will be on display at the Convention.

The purpose of this competition is not to inspire another generation of architects. The primary purpose is to better educate the next generation of consumers of architectural services. A reduced version of the posters sent to all high schools announcing this competition is shown elsewhere in this month's issue of the WISCONSIN ARCHITECT.

THE WSA WANTS TO HELP YOU

The WSA recently received a call from an attorney looking for advice on how an architect should set up his office. The attorney admitted that he had been contacted by his client to help the client set up an architectural practice . . . but that the attorney really didn't know much about architecture. What did the attorney do? He called the WSA Office. What did the WSA Office do? We spent substantial time on the phone educating the attorney and then following-up the conversation by sending additional information and documentation. What did the attorney do? We don't know . . . but he probably ended up regurgitating a lot of the information he received from the WSA Office and sending it to his client, along with a substantial bill.

The moral of this story is **not** that you shouldn't contact your attorney. However, think about using the WSA Office as a resource before you look elsewhere. It could save you some time and/or money. We don't have all the answers, but we want to be in your corner.

MEMBERSHIP ACTIONS

HAXTON, BRUCE, was approved for AIA Membership in the Southwest Wisconsin Chapter.

SOLNER, MARK T. UDVARI, was approved for Associate Membership in the Southwest Wisconsin Chapter.

VANDEVENTER, ROBERT L., was approved for AIA Membership in the Southeast Wisconsin Chapter. Robert is a transfer from Iowa.

LINDGREN, ERNEST G., was approved for AIA Membership in the Northeast Wisconsin Chapter. Ernest is a transfer from Illinois.

TRUOG, BARRY, was approved for Student Membership in the Northwest Wisconsin Chapter.

YOUNG, WILLIAM, was approved for Prof. Affiliate Membership in the Southwest Wisconsin Chapter.

LIEFELD, DAVID A., was approved for Associate Membership in the Southeast Wisconsin Chapter.

VOLK, BARBARA J., was approved for Student Membership in the Northwest Wisconsin Chapter.

WITEK, PAUL, was approved for Student Membership in the Northwest Wisconsin Chapter.

EXTERIOR FACADE SYSTEMS

FABRICATORS

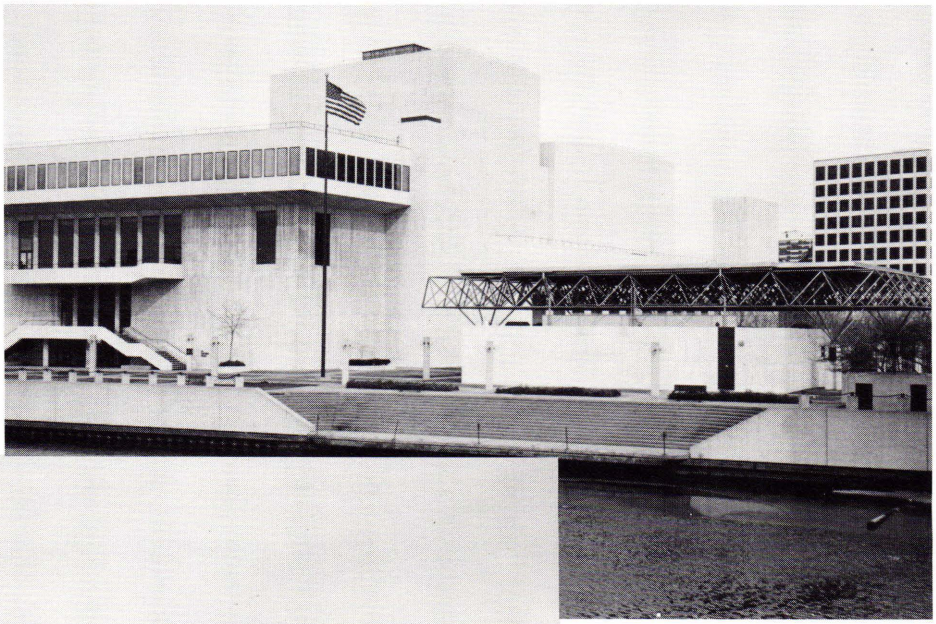
MILWAUKEE MARBLE

INTERIOR FINISHES

ERECTORS

GRANITE AND MARBLE

PERFORMING ARTS CENTER



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MERTENS, CAROL A., was approved for Associate Membership in the Northeast Wisconsin Chapter.

PATTON, CARL V., was approved for Prof. Affiliate Membership in the Southeast Wisconsin Chapter.

BLOOMER, RICHARD J., was approved for Prof. Affiliate Membership in the Northeast Wisconsin Chapter.

KOPPES, ROBERT J., was approved for AIA Membership in the Southeast Wisconsin Chapter.

FLEGLE, PATRICK J., was approved for AIA Membership in the Northeast Wisconsin Chapter.

GAZVODA, JAMES A., was approved for AIA Membership in the Southwest Wisconsin Chapter.

CHRISTIAN, ORDELL A., was approved for AIA Membership in the Northeast Wisconsin Chapter.

DISCH, DENNIS F., was approved for AIA Membership in the Southeast Wisconsin Chapter.

WRIGHT, WESTON, was approved for Associate Membership in the Northwest Wisconsin Chapter.

MONTELBANO, WILLIAM J., was approved for AIA Membership in the Southwest Wisconsin Chapter.

GEORGESON, KAREN A. WOLFERT, was approved for Associate Membership in the Southeast Wisconsin Chapter.

ANDERSON, TIMOTHY L., was approved for AIA Membership in the Southwest Wisconsin Chapter.

JANSSEN, MICHAEL T., was approved for AIA Membership in the Southeast Wisconsin Chapter.

KAUTZER, GARY S., was approved for AIA Membership in the Southeast Wisconsin Chapter.

WRIGHT RESEARCH GUIDE

Recently donated to the WSA library is the new publication FRANK LLOYD WRIGHT: A RESEARCH GUIDE TO ARCHIVAL SOURCES compiled by WSA member Patrick J. Meehan, AIA. This illustrated work provides the first organized descriptive guide for collections of Frank Lloyd Wright archival materials, including manuscripts, letters, drawings, and various other related materials housed in over 50 institutions.

The WSA thanks Pat Meehan for donating this source to the WSA library. WSA members are encouraged to use this source and other library materials.

DOCUMENTS RETURN

The policy of both WSA and AIA is to provide free exchange of out-of-date documents for updated documents. This exchange is only available for a three month period following the updating of a document.

Make sure you keep this three month period in mind. Don't lose the opportunity to have a free exchange of outdated documents for the more current editions of AIA documents.

If you have a question, contact Karen or Sandra at the WSA office.

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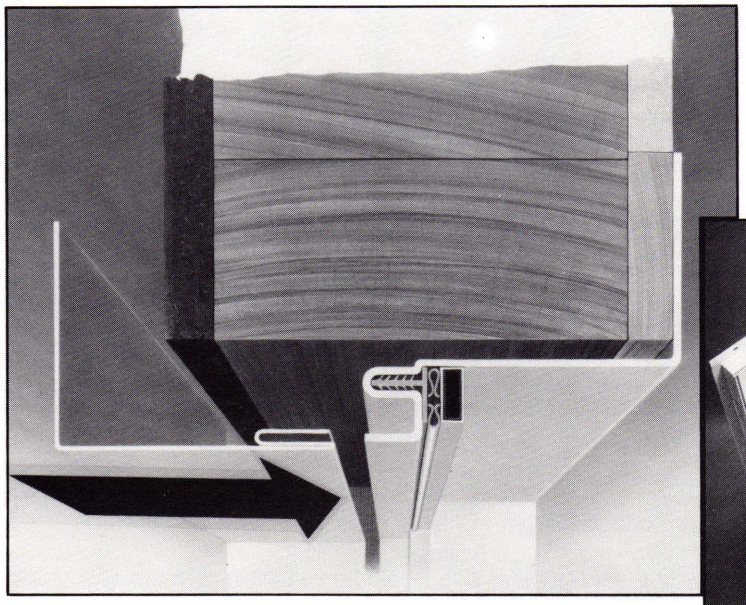

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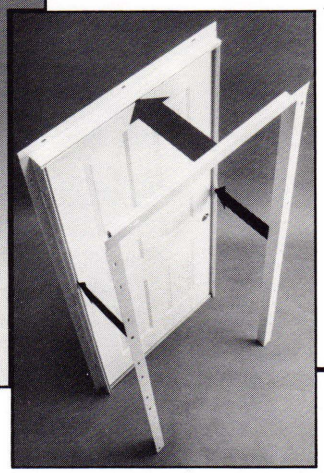

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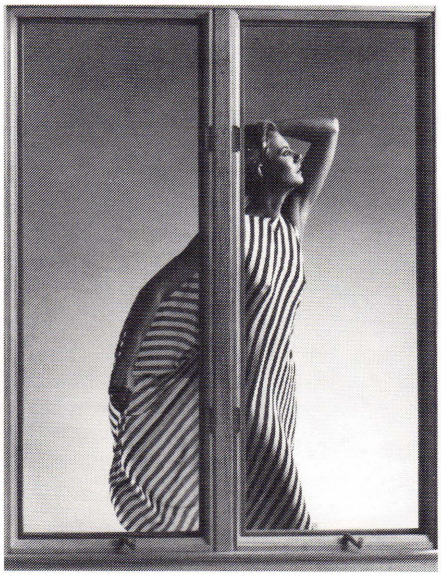

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WISCONSIN ADMINISTRATIVE CODES — HISTORICAL ARCHIVES

The Bureau of Code Development in the Division of Safety and Buildings, maintains the historical archives for the Wisconsin Administrative Building and Heating, Ventilating and Air Conditioning Code from the first edition of the code dated September 15, 1914, to the most current 1984/1985 edition. In addition to the Building Code, the Bureau of Code Development also maintains the historical archives of all of the administrative rules within the jurisdiction of the Division of Safety and Buildings.

Information from the archives or copies of the actual code text is available by contacting the Bureau of Code Development, Division of Safety and Buildings. Copies of material from the historical archives are available at nominal cost and these copies may be certified, if requested.

If you are in need of information from the administrative rule historical archives, please contact Mr. Ronald Buchholz in the Bureau of Code Development, Division of Safety and Buildings, P.O. Box 7969, Madison, Wisconsin 53707.

FIVE OUT OF SIX ARCHITECTS WERE WRONG

A recent call to the WSA office inquired as to whether the Wisconsin AIA document A312 Public Improvement Performance/Labor-Material Bond or the AIA form A311 Performance/Payment Bond should be used on a library project being done in Wisconsin. The answer . . . use the **Wisconsin** AIA form A312, which has been revised to specifically and fully comply with the applicable sections of the Wisconsin Statutes.

The person making the call was reviewing six different library jobs. On five of those projects the architects had specified the use of the AIA form A311. Only one of the architects used the right form. Check your files and procedures.

GEOTECHNICAL SERVICES AGREEMENT

This new AIA document (G602) is intended to be used as a request for proposal, and subsequently is an agreement between the Owner and Geotechnical Engineer for geotechnical services. Copies are now available through the WSA office.

WASHINGTON D.C. . . . HERE YOU COME

Both the Wisconsin Society of Architects and the American Institute of Architects obtain their direction and vitality through volunteer committees. Without those committees, and the volunteers who make them up, both organizations would die.

Your input is needed. If you are interested in participating on a WSA committee . . . call Eric at the WSA office.

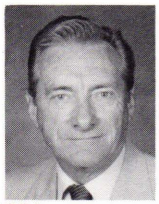
Or how about serving on a National AIA committee? It's not an impossible goal. David Lawson, AIA, of Madison is our Northcentral Regional Director to the AIA's Board of Directors. If you are interested in serving on a National committee, call Dave at his office in Madison (274-2741) or Eric at the WSA office.

PEOPLE AND PLACES

Walt Hestekin & Associates, Ltd., Consulting Mechanical and Electrical Engineers of Eau Claire, Wisconsin, announces the acquisition of T.A.B.

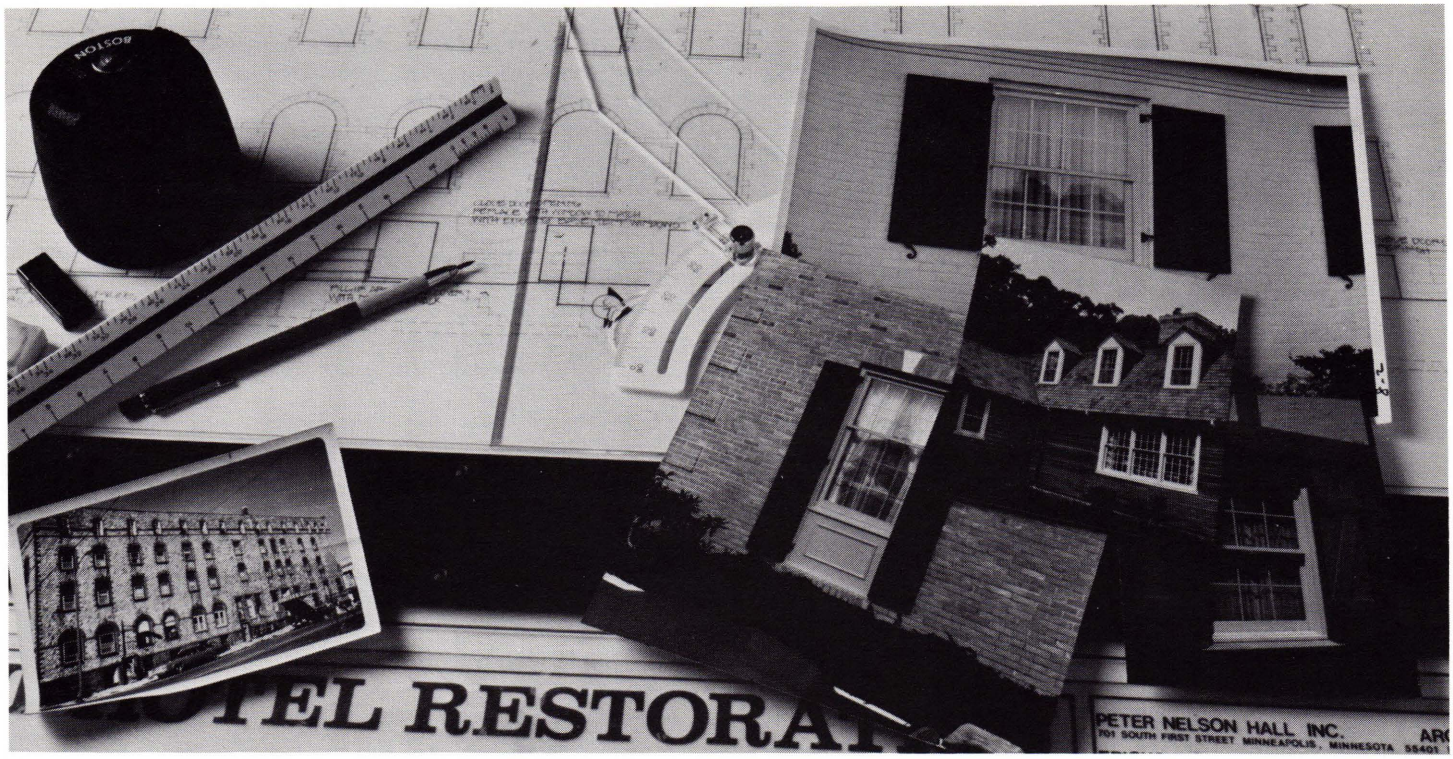
Walter Zoller, AIA

WALTER ZOLLER, AIA, has been appointed to the AIA's Practise Management Committee. This national AIA committee meets several times each year. If you are interested in serving on a national or state committee, contact Eric Englund at the WSA office.



Derald West, AIA

Derald West, AIA, of Lake Geneva, has been appointed to the AIA Regional Development and Natural Resources Committee. West, long involved in matters pertaining to land use and regional development, was appointed at the recommendation of our Northcentral Regional Director, David E. Lawson, AIA. WSA members who are interested in serving on AIA national committees are encouraged to contact either the WSA office or Dave Lawson.



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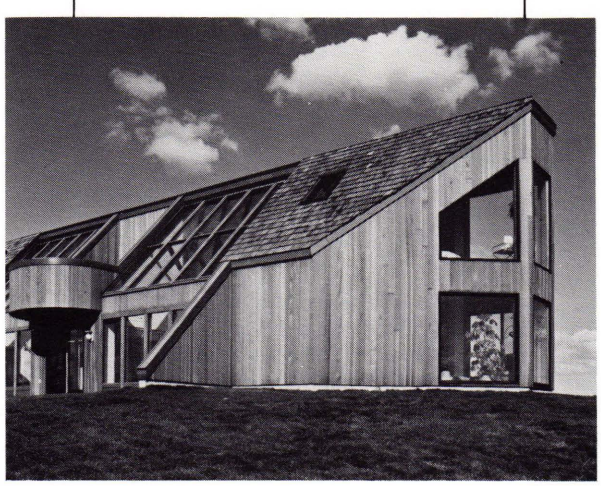

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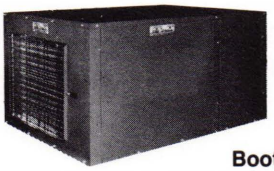

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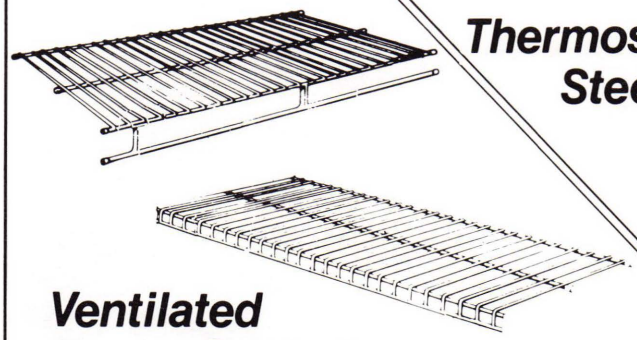

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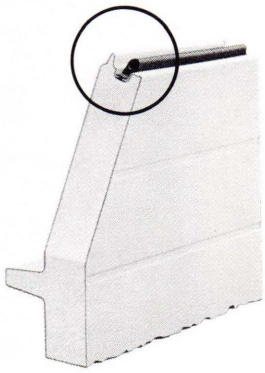

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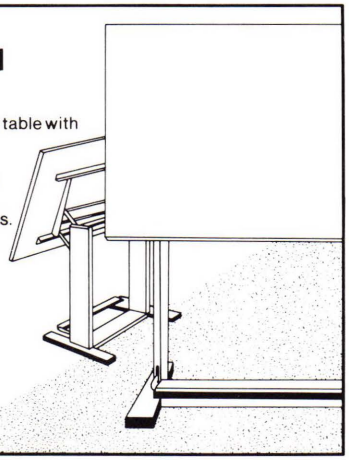

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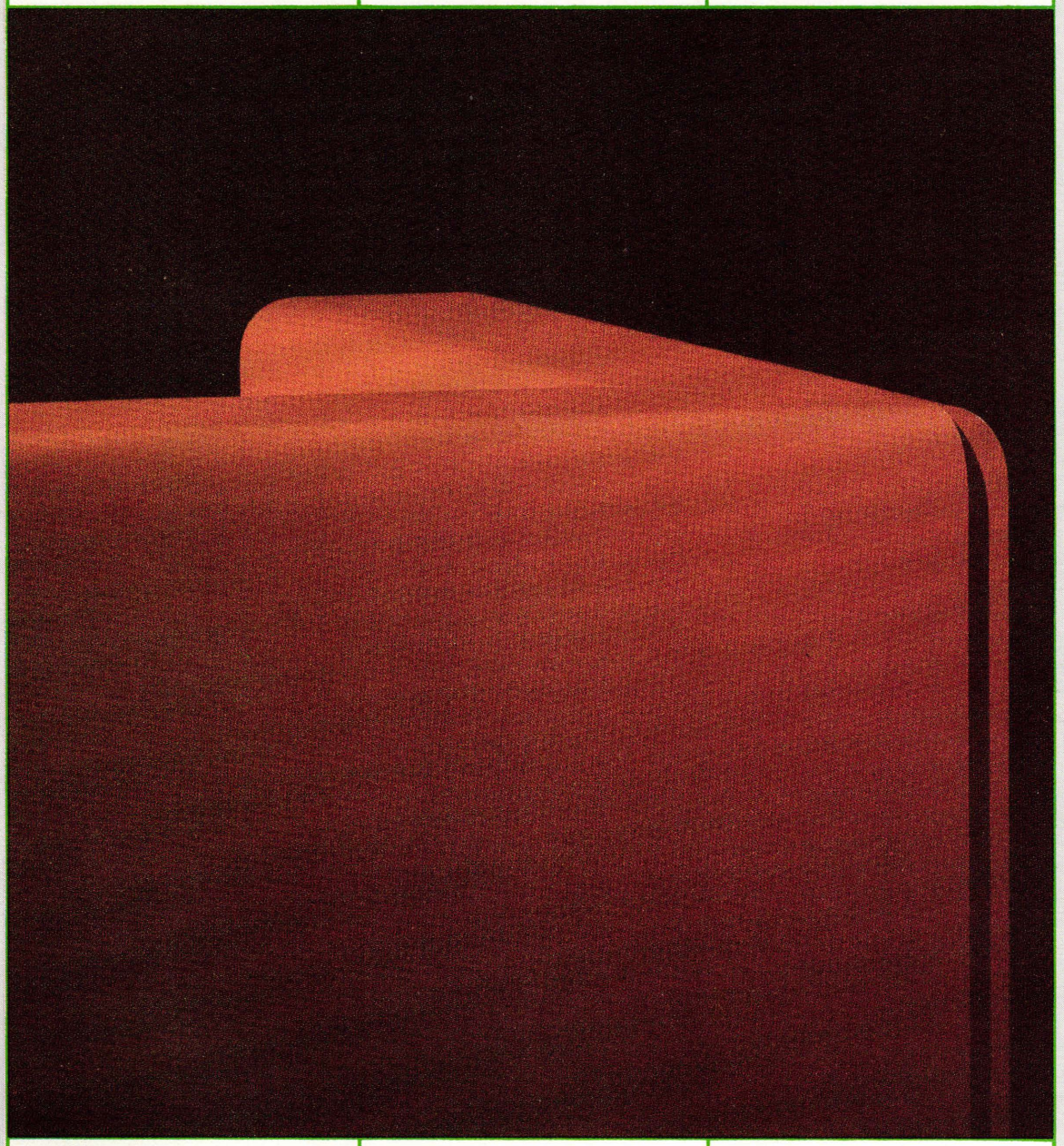

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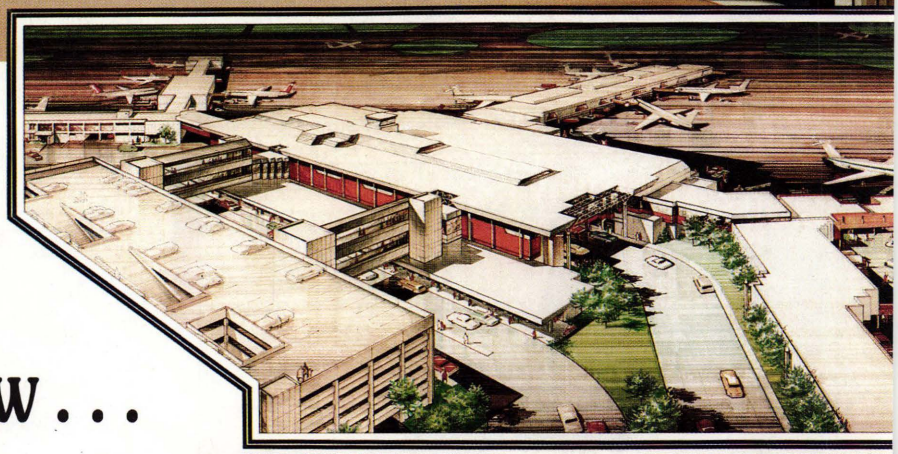

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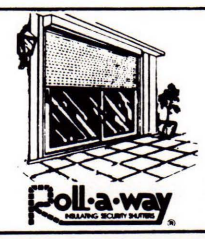

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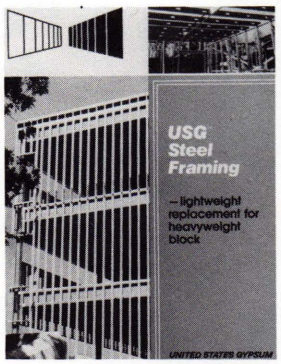

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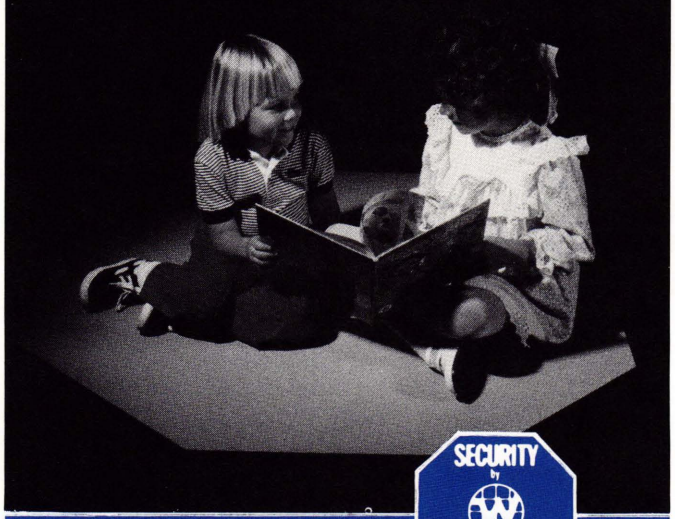

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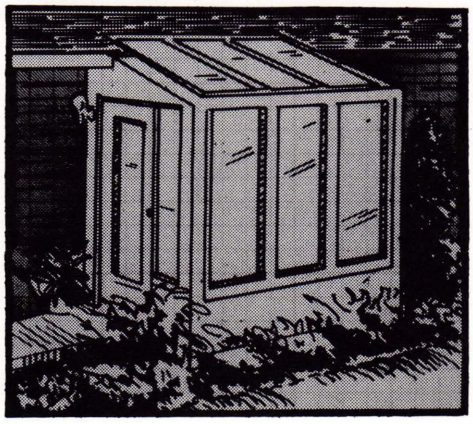

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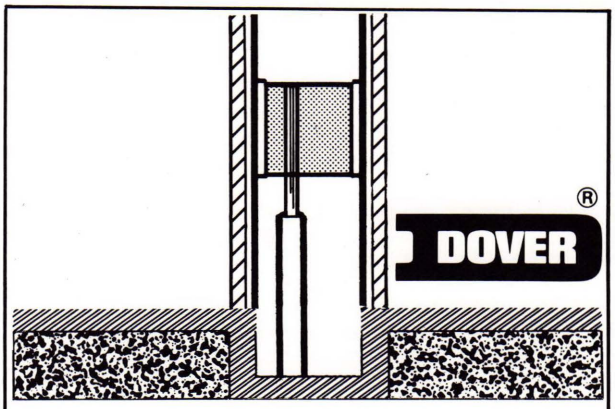

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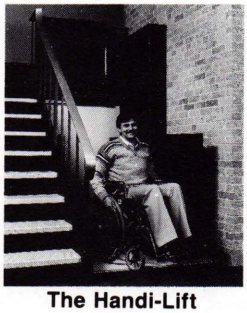

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Dennis Horbinski, AIA

DENNIS HORBINSKI, AIA, has been named Director of Marketing for Forward Wisconsin, Inc. His new address is 11270 W. Park Place, Suite 550, Milwaukee, Wisconsin 53224. Should you want to call and harass him at work the number is (414) 359-2359.

C. Levonne Laughinghouse

C. LEVONNE LAUGHINGHOUSE, Associate of Milwaukee, Wisconsin has been appointed, June 1984, to serve as a member of the Design Professional Consultant Selection Committee for the Milwaukee Metropolitan Sewerage District. The committee's charge is 1) to establish selection criteria, 2) to review qualifications, services and design proposals rendered by engineering and/or architectural design professional consultants, and 3) to recommend appropriate selectees to the District.

R.C. SHUTTER, INC., has relocated their offices to Plaza Del Sol. 6502 Grand Teton Plaza, Madison, WI 53719, The new phone number is (608) 829-3966.

MICHAEL D. GORDON, AIA is no longer working for Durrant Architects. He has joined the staff of Potter Lawson Pawlowsky which is located at 15 Ellis Potter Ct., Madison, WI 53711. Telephone number - (608) 274-2741.

UW-MILWAUKEE MASTER OF ARCHITECTURE DEGREE REACCREDITED

The Master of Architecture program at the University of Wisconsin-Milwaukee (UWM) recently received reaccreditation for the maximum five year period by the National Architectural Accrediting Board (NAAB). The accreditation decision was based on an extensive self-study prepared during the past year and an intensive three-day site visit by a three-member NAAB Review Team.

The UWM program was one of several to be judged against the newly adopted NAAB "Achievement-Oriented Performance Criteria". The criteria is stated in terms of awareness, understanding and abilities that students should have achieved before graduation in four major areas: 1) History, human behavior and environment; 2) Design; 3) Technical systems; and 4) Practice. Members of the NAAB Team that reviewed the UWM Masters of Architecture program were Edward A. Sövik, FAIA (Sövik, Mathre, Sathrum, Quanbeck), Professor William L. Porter, FAIA (MIT); C. William Brubaker, FAIA (Perkins and Will).

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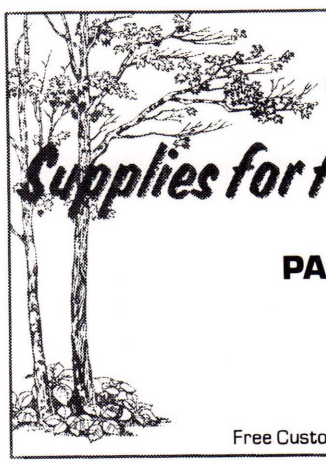

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Society News

WSA/AIA GROUP PLAN FOR FIRMS IN "OPEN ENROLLMENT"

Effective October 1, 1984 the WSA Group Health and Life Insuran gram will be available without health evidence, even to the sole etor. Firms wishing to enroll in our group health and life insuranc can do so by applying for coverage prior to November 30, 1 possible that this plan won't be offered again until sometime in 1

The WSA Health/Life Plan is highlighted by a competitive package benefits, and services including 48 hour claims service. Optional ages include Dental/Orthodontia and Short Term Disability Insuran rating history of the AIA Group Plan for Firms, of which the WSA P is a part, has been fairly stable with employee rates increasing an a of 10.5% each year since 1978.

If further information is desired concerning our program this year contact Sue Esquibel or Catherine Seidler at AA&C by calling 1-8 0491 toll free.

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An architect recently called the WSA office looking for a Certifie Hygientist (C.I.H.), as required for a team the architect was putting to go after a job. In 10 minutes we found the answer for him. No, that smart. All we did was call the AIA library in Washington, D. there to help you (and us).

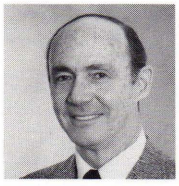
PEOPLE AND PLACES

Christy Fleege, AIA

CHRISTY FLEEGE, AIA, has been appointed by Governor Earl to the Historic Preservation Review Board. Christy joins JIM POTTER also serves on that board.

Clarence Huettenrauch, AIA

MR. CLARENCE HUETTENRAUCH, AIA/CSI/CCS, of BHS Architect been appointed to serve as a member of the SPECTEXT Commi Construction Specifications Institute. This five-person Committee sible for the master guide specification developed by the C Science Research Foundation covering Divisions 1 through 16. M rauch has recently published two books, "Architectural Super Administration," and "Preparation for a Roof Inspection Repor written various articles for national publication.



Al Kubala, AIA

Sam Dadrian, AIA

ALBIN KUBALA, AIA and ROBERT SALETRA have been named Vice of Plunkett Keymar Reginato Architects. The firm's SAMUEL DAD been elected a member of the Board of Directors.

Dave Brust, AIA

DAVID P. BRUST, AIA has joined S-B-F Management, Inc. as Exe President. Brust's responsibilities will include coordination of chitectural services, development and construction, and man existing real estate properties. Brust previously served as prin Milwaukee architectural firm of Brust-Zimmerman, Inc. from 1 and Brust-Heike/Design Associates from 1977 to 1984.

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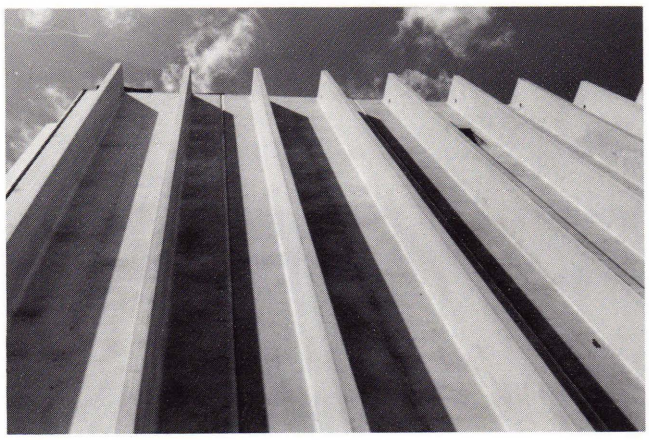

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An Architect Responds

By David Torphy, AIA
Kahler • Slater • Torphy • Engberg

I've read the article you wrote with an eye toward understanding more about how construction managers benefit architects. It has special interest for me because of the key role Morse-Diesel has in the design process for the Menominee Valley Prison where the construction manager serves as a consultant to the design team.

Our firm has worked with more than a few CM's, and I agree with you that more than a construction coordinator is needed by most clients; advocacy for the owner's best interests is of prime importance. Too often a construction manager's personnel are being "managed" by sub-contractors.

True construction management (read "good" for "true") requires talent, just as any worthwhile professional service does. It takes special people to bring about a special project. A good CM should directly influence the course of a project by promoting functional adequacy, sound construction methods, cost/benefit balance, timely delivery, and (at all times) client satisfaction. Note that "true" construction managers give service to owners for the same reasons architects do.

A growing number of architects now place a significant value on the expertise a good construction manager has in support of pre-construction activities. We see your access to accurate cost data and the ability to offer constructive advice about alternative materials and methods of construction definite pluses for the design team. You also bring pragmatism to the process, thus tempering the caprice of an undisciplined designer. In the area of mechanical and electrical engineering design, your work at the early stage of a project can be effective in the same way an architect benefits from sound criticism and challenge when the basic decisions are made.

On the matter of control, I see it in a different light. I believe control should be shared according to the degree of actual responsibility each participant in the team has. It takes power to gain control over the results, but in design and construction one assumes that a successful project is a goal shared by everyone. I hope you don't want to put a box around a set of expert-provided services, ensure that the last word is in your camp and force everyone else to compromise. That kind of power has no place in the construction industry; power should be shared and used for checking and balancing. To do this well, construction managers must have good leadership skills including the ability to embrace many points of view and to present convincing arguments which lead to good decisions.

Construction management was born when the need of owners for better cost and schedule control became acute. Today, it seems to me, owners have become more sophisticated. They want more then low first cost as a benefit from their investment. They want more value-added services from us all.

Perhaps construction management as a term is beginning to lose its original purposes as the management concept itself undergoes challenges. Critics everywhere complain that American enterprise is being managed to death. Entrepreneurial skills, particularly drive, innovation and risk taking, are being submerged by the many managerial techniques which tend to standardize everything. Our world is bored with the mean, the median, the optimum. Managed projects meet requirements but miss the boat on many intangible elements which make buildings work while delighting the user.

I think the construction industry will grow out of the expert-specialist mode, and we will become more like generalists again, working as partners with shared goals.

I hope "true" construction management as a concept and "good" construction managers as members of the construction team will be offering even more services that add value and which help owners, architects, engineers and contractors bridge the gaps of uncertainty as they conceive and execute new projects.

Sincerely,

David N. Torphy, AIA

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B. Review all changes proposed by the Owner and/or architect and make recommendations to the Owner and/or architect regarding their practicability, costs and effect on completion schedule.

C. Monitor and advise upon requests for changes required by field conditions and progress of the work, and obtain approval from the Owner and the architect.

VII. Provide & Supervise General Condition Items

A. Procure as many general condition items as possible on a competitive basis. If due to the nature of the work such as OSHA protection and general clean up, it is impossible to get competitive bids, provide such labor force, at cost, required to do such work.

VIII. Provide Scheduling Administration

A. During the course of construction, the construction manager will make an analysis of the materials and equipment that will be required on the job. He will determine requirements for dates when shop drawings must be approved, fabrication and manufacture begun and completed, and delivery dates required on the job. He will maintain a scheduling system to expedite materials and equipment deliveries through the course of construction. Generally, a standard bar chart is used for this and all scheduling purposes as it is the easiest for all to follow and understand.

IX. Close Out The Project

A. At the proper time, coordinate the preparation of punchlists, together with the architect, indicating the items of work remaining to be accomplished, and insure that these items are completed in an expeditious manner. Help prepare certificates of substantial and final completion.

B. Assemble all guarantees, warranties, etc., as required by the contract documents and forward them to the Owner, certifying that they are complete and cover all work as required.

C. Coordinate and expedite the preparation by the contractors of operating manuals and similar instructions; obtain architect's approval to insure that they are sufficiently comprehensive; and forward them to the Owner, certifying that they are complete and cover all items as required by the contract documents.

D. Receive, check and forward to the Owner all lien waivers required prior to issuance of final certificate of completion and final payment to contractors. Make recommendations on the withholding of payments to contractors where deemed necessary to protect the Owner. Determine value of uncorrected work.

E. Expedite the contractor's preparation of "as-built" drawings of the entire project in accordance with the terms of the specifications. The completed "as-built" drawings shall be subject to the approval of the architect and submitted to the Owner for its records upon final completion of the project.

During the late 1960's and early 1970's, the term Construction Management became very much in vogue. It was during this time when there was relatively little inflation so that prices could be rather accurately predicted in the foreseeable future. It was during this period of time that a lot of general contractors, architects, engineers and others added the term "Construction Management" to their plaques. Everything was glorious until the oil embargo in the mid-1970's during which prices shot up dramatically. Because of the inexperience of many so-called construction management firms, many projects during this time came in way over budget. I am not saying that Morse/Diesel didn't get caught with the same unknowns. But because of our experience and expertise, we were able to keep it to a minimum. Because of the oil embargo and resulting inflation, many lenders in recent years and up to the present have gone to what is called Guaranteed Maximum Price contracts. Morse/Diesel as a company initially refused to be involved with these types of contracts because it took away from the true construction management philosophy. Actually, what we were becoming were general contractors in a sense of the word. However, as the saying goes, you cannot fight City Hall. We had to eventually agree to these guaranteed maximum price contracts which comprise approximately 40% of our construction management volume today. When a guaranteed maximum price contract is required, several things happen:

1. Fees are higher.

2. The start of construction is delayed because the drawings must be nearly complete before work is started.

3. A contingency is required.

4. There is a tendency to have an adverserial relationship with the Owner which again does not fit the definition of true construction management.

Many people in the "Construction Management Business" today are purely construction coordinators. This is not what construction management is. A construction manager is required to have strong and forceful people both in the office and in the field who can actually manage the job and not just coordinate it.

The future of construction management is up for grabs. We see more guaranteed maximum price contracts; we see that hand shakes are less likely and every "i" must be dotted and all "t's" crossed. And no matter how carefully we control or handle the job, we see many more claims.

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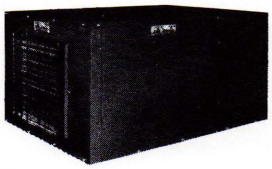

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which may not correspond to the fair value for the product.

4. Continually advise the architect during preparation of final contract documents. Advise further with respect to availability and pricing of materials, merits of alternative systems, value engineering, trade jurisdictions, practicability of details, extent of off-site prefabrication, and packaging for bidding.

5. Review the contract documents. Bring apparent discrepancies and omissions to the attention of the architect. Recommend potential bidders and bid packages.

6. Provide a final cost estimate prior to issuance of bid documents. Aid in cost analysis and preparation of possible alternatives to the base bid for each package.

A. Receive, tabulate and forward to the architect all inquiries of bidders, together with recommendations of action to be taken. The architect will prepare and issue all necessary addenda.

B. Tabulate, analyze and evaluate all bids and make appropriate recommendations to the Owner regarding contract awards. This is done by meeting with each contractor and scoping the project in detail to insure that all the bids are what is generally referred to as "apples-and-apples".

7. Prepare preliminary construction schedule for entire project.

8. Develop a cost value for each activity, based on the schedule developed, for use in preparing an expenditure forecast schedule (projected cash flow).

9. During all phases, make such reports to the Owner as in the opinion of the construction consultant and Owner shall be necessary. Attend conferences as are required.

CONSTRUCTION PHASE

I. General Management And Coordination

A. Coordinate and superintend the work to be performed by all of the contractors through to completion and see to it that the materials furnished and the work performed are in accordance with the drawings, specifications and contract documents. This coordination and inspection should in no way supersede the inspection of the architect or his aesthetic or engineering judgment.

B. Coordinate the efforts of all contractors to insure that the project is on schedule and is well constructed in accordance with the contract documents.

II. On-Site Management

A. Establish on-site organization and lines of authority in order to carry out the overall plans of the Owner and architect in all phases of the project on a totally coordinated and efficient basis.

B. Establish and implement procedures for, and maintain coordination among the Owner, architect, the various contractors and outside agencies having jurisdiction with respect to all aspects of the project.

C. Prepare and develop an on-site record-keeping system which will be sufficient in detail to satisfy an audit by the Owner.

D. Assist the Owner in obtaining the general building permits and certificates of occupancy as required.

E. Coordinate the obtaining of all legally required permits, licenses and certificates.

F. Coordinate all aspects of the work with all local municipal authorities, governmental agencies, utility companies, etc., who may be involved in the project.

G. Hold job meetings when necessary, attended by the contractors, architect and Owner's representative to discuss procedures, progress, problems, scheduling and open items.

H. Coordinate the work of all contractors until final completion and acceptance of the project by the Owner to insure that the materials furnished and work performed are in accordance with the contract documents and that work on the project is progressing on schedule, culminating in a comprehensive final inspection.

III. Coordinate Testing And Controlled Inspection

A. Develop and establish for the Owner's benefit and for his use a quality inspection control system in order to insure that the standards of construction called for are met.

B. Develop a checking and testing procedure which will insure that all systems are adequately tested and balanced prior to their acceptance.

IV. Coordinate Shop Drawing Submissions

A. Receive, review for compliance with the Contract Documents shop drawings, materials and all items submitted by the contractor. Requests for approval of subcontractors, delivery schedules, material lists, shop drawings, samples, and the like are commented upon and submitted to the architect for concurring approval.

B. Monitor and implement the flow of all documents and materials to insure the proper sequence of approvals by the architect so as not to delay the progress of the work.

V. Review All Progress Payment Requests

A. After award of contract, sit down with contractor and prepare a schedule of estimated values of the main branches of the work totalling the amount of the contract.

B. Together with the architect, review and approve payment requests and forward to Owner for payment.

VI. Process All Change Order Requests

A. Receive and review all change order requests from the contractors. Review unit prices, time and material changes and similar items. Consult with the architect, and after mutual agreement, submit recommendations to the Owner.

What Is "True" Construction Management

By Robert A. Schulz, P.E.
Morse/Diesel, Inc.

If I were to ask for the definition of Construction Management, I would get many opinions and definitions. Two of those definitions might be as follows:

1. Construction Management is the provision of professional services on a fee basis to assist an Owner/Client in constructing a project on time and within budget. These services include, but are not necessarily limited to, selection of bidders, conceptual budgeting, scheduling, expediting, site coordination and payment review.

2. Construction Management is exactly what the two words imply. The management of construction. Construction Management is the organizing and constructing of a project within a time frame, budget and parameters as established by the customer.

I would be less than honest if I didn't tell you in advance that my feelings of Construction Management are slanted toward the means and methods used by Morse/Diesel rather than what we commonly know as Construction Management in this area.

My definition is: Construction Management is a professional service provided to an Owner by a firm which, as a member of the team, acting as the Owner's agent, assumes total responsibility to manage the construction process from inception through completion of the project, acting at all times as the Owner's alter ego. It is the last portion of this definition that in essence defines the "TRUE" portion of Construction Management. Webster defines alter ego as a second self, especially a trusted friend. Morse/Diesel's philosophy is that you cannot own or have interest in a construction company, an architectural firm or an engineering consulting firm and at the same time be a "true" construction manager. By providing Construction Management services exclusively on a professional services basis, Morse/Diesel removes itself from the influences and prejudices which can affect the Owner/Designer/Builder relationship. One cannot serve two masters at the same time.

Construction Management was an idea demanded by the times. Up until the early 1900's, all builders employed all the skilled labor necessary for the construction of a project, bought the materials and completed projects with little or no outside assistance. In the truest sense, they were general contractors. Early in this century, skilled laborers began to offer their services in return for a lump sum. "Lumpers", as they were called, performed the service and the contractor bought the materials.

When lumpers began buying their own materials, they became subcontractors. Because construction is comprised of a group of skills, sub-contracting quickly spread to all facets of the construction process. As this occurred, the role of the general contractor changed from that of a provider of services to that of a purchaser of services and overseer of service suppliers.

All of this evolved without significant change to the manner in which buildings were built, however. Owners realized a need for a building, retained an architect, and invited general contractors to bid on the cost of transferring the design to reality. The contractor's bid was and remains today the sum of the sub-contracts, job overhead, plus profit.

Morse/Diesel believes that the only completely effective way an Owner can control the level of quality, cost and schedule of a building project is to have at his side throughout pre-planning, planning, design and construction phases a competent construction professional who can give direction to planning and design as well as buy services and materials and see to it that all was put in place properly and according to schedule.

Morse/Diesel further recognized that the CM service is one of professional counsel and management, properly provided on a professional fee basis. As Morse/Diesel innovated such Construction Management methods as scope planning and buying, critical path methodology, fast tracking and other techniques which clearly demonstrated a superiority to the traditional process, the industry began to change. This Construction Management approach to building challenges the very fundamental relationships that had existed among those involved in the construction process.

The services provided by Construction Management as a member of the team are generally broken down into two phases, - the pre-construction phase and the construction phase. The pre-construction phase is the most important because it is during this phase that the Construction Manager actually controls and manages the process. The typical tasks performed by the Construction Manager during this phase are to:

1. Review schematic and preliminary plans, outline specifications and advise the Owner and architect thereon. Prepare a conceptual budget based on a trade-by-trade breakdown.

2. Consult throughout the design phase with the architect and recommend economies consistent with requirements of the program and sound construction practice while maintaining the aesthetic qualities desired by the architect.

3. Prepare a detailed cost budget based on schematic plans and run budgets as the plans are developed. Where possible all estimating should be in-house without the use of subcontractors. When subcontractors are used, a market is immediately established

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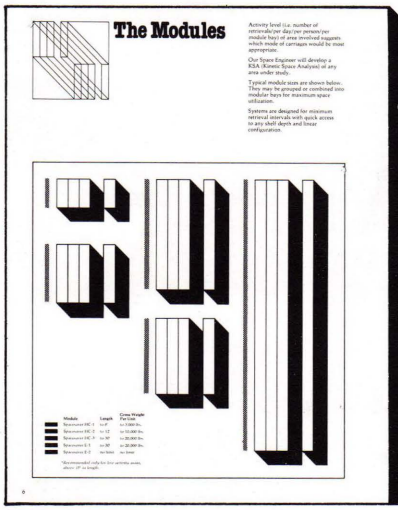

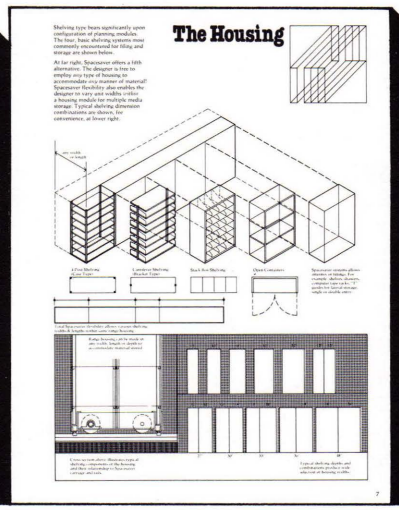

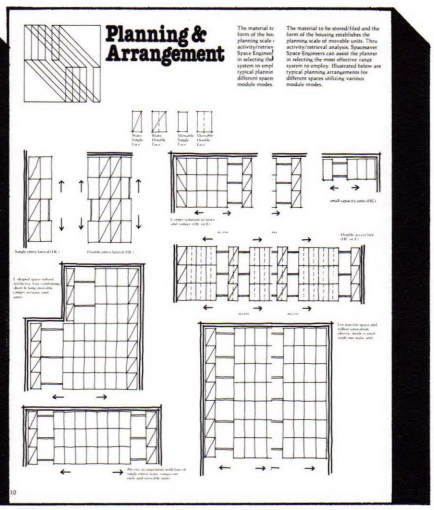

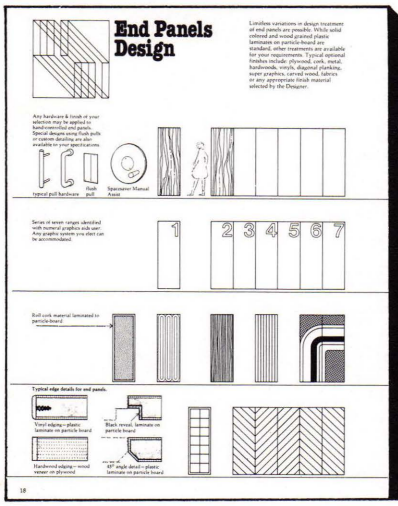

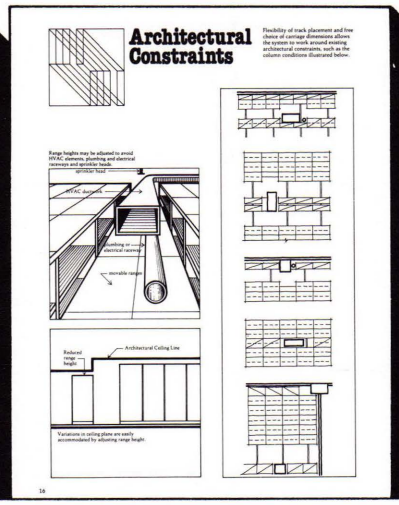

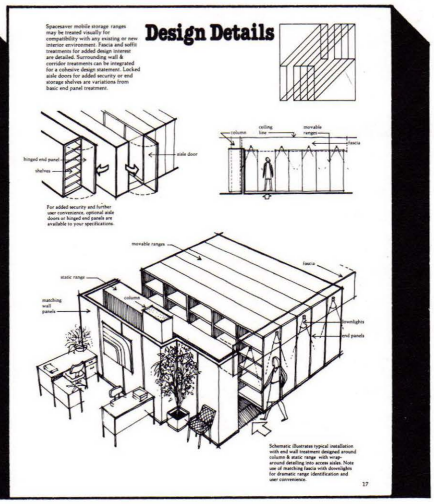

Well-detailed information is mandatory for your product evaluations. The typical pages shown here from our new 30 pp. planning guide book, presents data on Spacesaver high-density storage & filing systems with clear and concise graphics created specifically for architects. The piece is loaded with planning criteria, systems details, design ideas and case studies in a full spectrum of architectural applications. A provocative and comprehensive resource guide for professional use. Yours for the asking.

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Building design requirements included the development of a two-story addition to the west and north elevations of the present two story structure, a one story concourse and gate wing, and an enlarged basement area. Interior space requirements include expanding ticket counter, baggage, air freight, display, and lease space facilities and adding a coffee shop, bar and restaurant. The second floor interior design requirements include the addition of corporate and administrative office space for Air Wisconsin, Inc. Terminal sizing requirements were established by utilizing a computer forecasting method called linear regression analysis.

The airport terminal is located on a relatively flat piece of land situated in the middle of the entire air operations area of the airport. It is the focal point of all air operations, business and pedestrian flow. Because it reflects the hub of activity, the design was required to illustrate the importance of the terminal as a first impression image of the community from a visitor's perception. The entire interior of the original building required complete rennovation to accommodate the needed expansion of services.

An energy conscious design solution was utilized in the following building features:

— A passive solar interior was constructed in the gate and concourse areas which utilized a southern exposure and glazed glass system to penetrate a dark quarry tile slab. This system acts like a heat sink which captures and maintains energy.

— A skylit atrium area was constructed to allow direct lighting to enter the center hub of the terminal spaces as well as reduce lighting energy consumption.

The design solution also integrates a steel structure framing system with no bearing walls which allows for future expansion in any direction. The gate and concourse areas are structurally designed to receive a future second floor addition.

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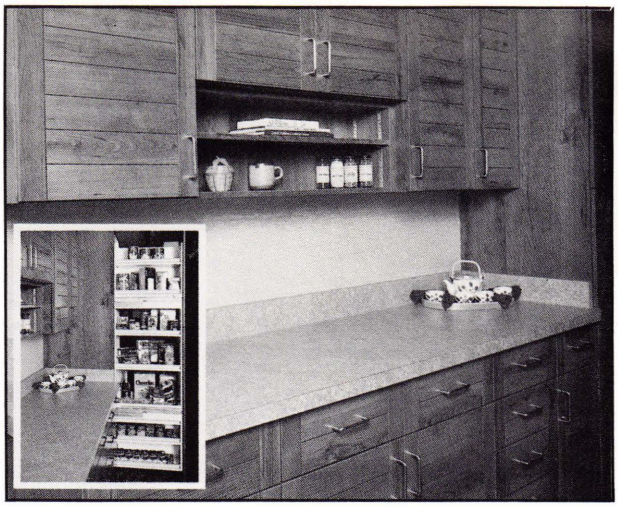

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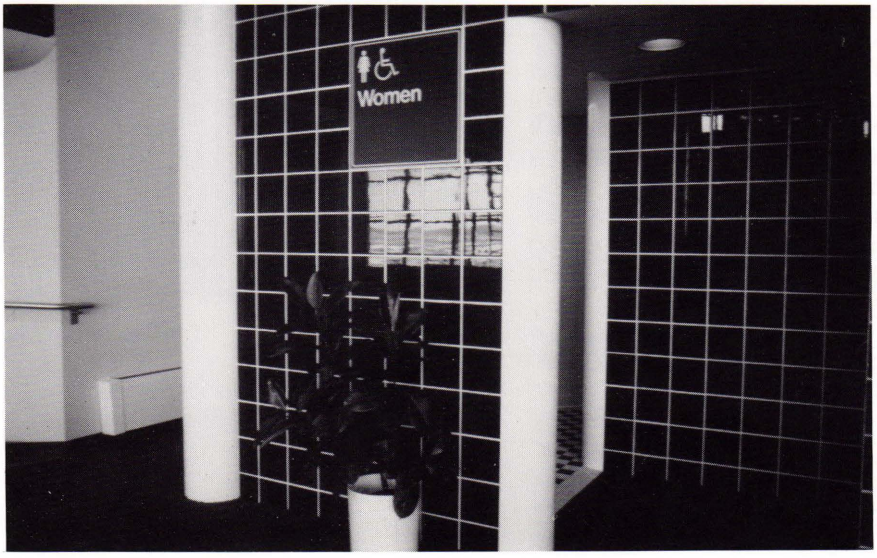

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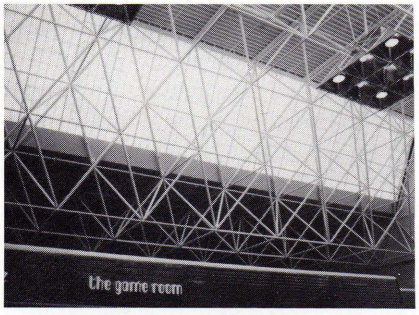
1. lobby

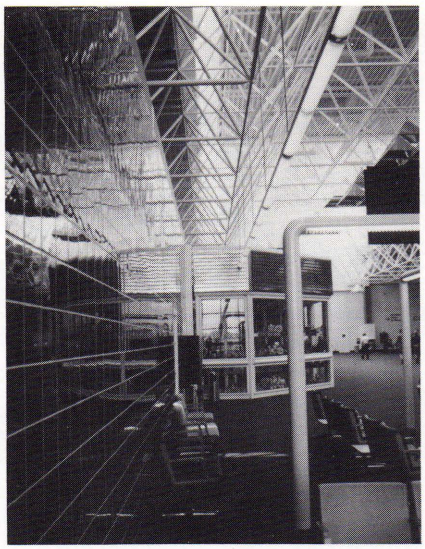
2. south window wall

3. view across lobby toward restaurant area



4. skylight & space frame

5. shops & service core



6. tile wall & angle of lobby

1. Concession lobby, looking toward NW from concourse E.

2. South window wall with view to runways. High-tech lighting fixtures above some of the lobby seating add special convenience to travelers.

3. Looking from lobby toward SE where food service is located.

4. Detail of space frame structure and insulated glass skylight.

5. Concessionaire area, where each shop keeper designed their own space. Service core is located behind tile wall.

6. Burgundy glazed tile wall, laid by Stark Mantel & Tile Co., becomes a reflective mirror of activity in the mall.

7. Canvas umbrellas, striped awnings, and plants give a feeling of warm hospitality to the coffee shop area.

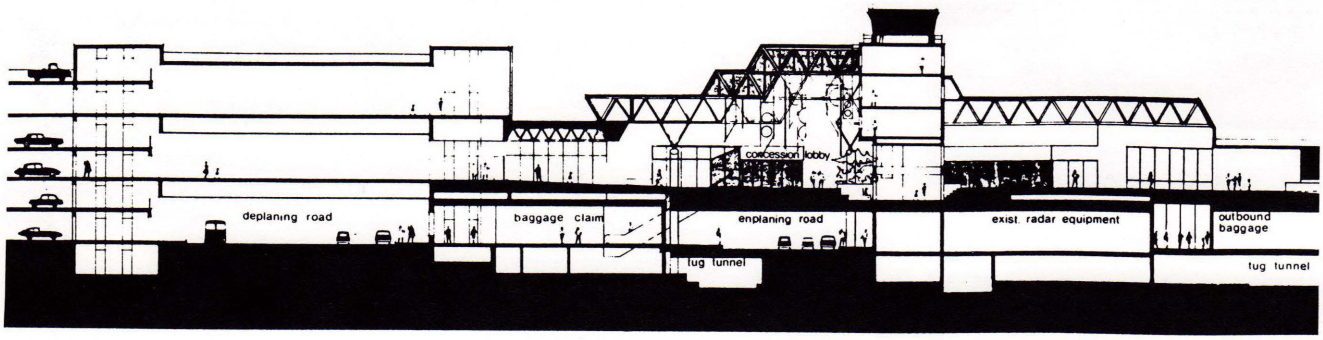
8. Back-lit bar of glass blocks lends a sophisticated atmosphere to the lounge area.

9. Skychef operates two large dining rooms suitable for banquets or meetings.

7. Skychef's coffee shop

8. Skychef's bar area

9. main dining room



Cropped Section of Terminal View to North at Tower

Detail View showing exterior materials. Structural engineer-Ammann & Whitney of Milwaukee. System is a hub and pipe space frame. Aluminum wall panels are a brownish-gray to blend with bridge to the previously built parking structure.

be split into parallel arrival and departure roadways, the departure roadway serving the new ticketing building and the arrival roadway serving the remodelled baggage claim building. This separation will decrease traffic congestion since traffic will be defined and controlled from the time it enters the grounds to the parking ramp on arrival and depature roadways.

The new five lane departures road serves a column-free ticketing lobby space with forty feet of queuing space in front of the ticketing counters to reduce congestion in the ticketing area during peak periods. This road passes under the new building and circles back to the entrance road without getting intermixed with other traffic. Ticketed passengers with carry-on baggage can go directly from parking ramp to concourse via skybridge and elevator.

Arriving passengers can go directly from concourses to elevators/escalators in the second floor lobby to baggage claim at lower level where sloping carousel devices will handle baggage more efficiently. A new tunnel will speed baggage from plane to baggage claim. At this level arriving passengers can be picked up by car, taxi, or bus (all using the arrivals road) or they can return to upper level and use sky bridges to the parking ramp.

Visitors to the new facility are immediately aware of its spatial openness. A skylight over the concession lobby fills this space with diffused natural light, which adds a feeling of spaciousness to the interior and is also energy efficient using insulated glass.

Finishes selected are "high-tech", as sleek and sophisticated as the aircraft serving the airport. Typical of this is the material chosen for the exterior walls. Like a thin pliable skin, the panels have a thermoplastic core sandwiched between two sheets of aluminum. It lies extremely flat and also creates an effective barrier to dampen sound and vibration.

The three-dimensional space frame structure is explained by Miller as a perfect example of "architecture as art". Travelers can gaze upward to myriad white triangles which belie the structural job they perform. This "high-tech" design, symbolic of air travel today, offers efficiency and speed. The amenities provided — a place to rest, eat, drink, shop, or wash-up, offer today's traveler choices during waiting time, also a part of traveling.

The architects considered everyone in their sensitive design. In addition to spacious restrooms which really work for wheel chair travelers, there is a separate nursery where either parent can use the diaper changing tables and special facilities for family travel.

The resulting combination of function and aesthetics will give Milwaukee an efficiently operating airport, and will serve as a prime attraction for industry to Milwaukee and to Wisconsin. The design portrays a region deeply rooted in technology and committed to a celebration of life. It is intended to reinforce Milwaukee's image of "gemütlickeit and exuberance". The entire scheme, the architect explains, was designed to "visually connect sky and ground, preparing the waiting traveler for the experience of flying".

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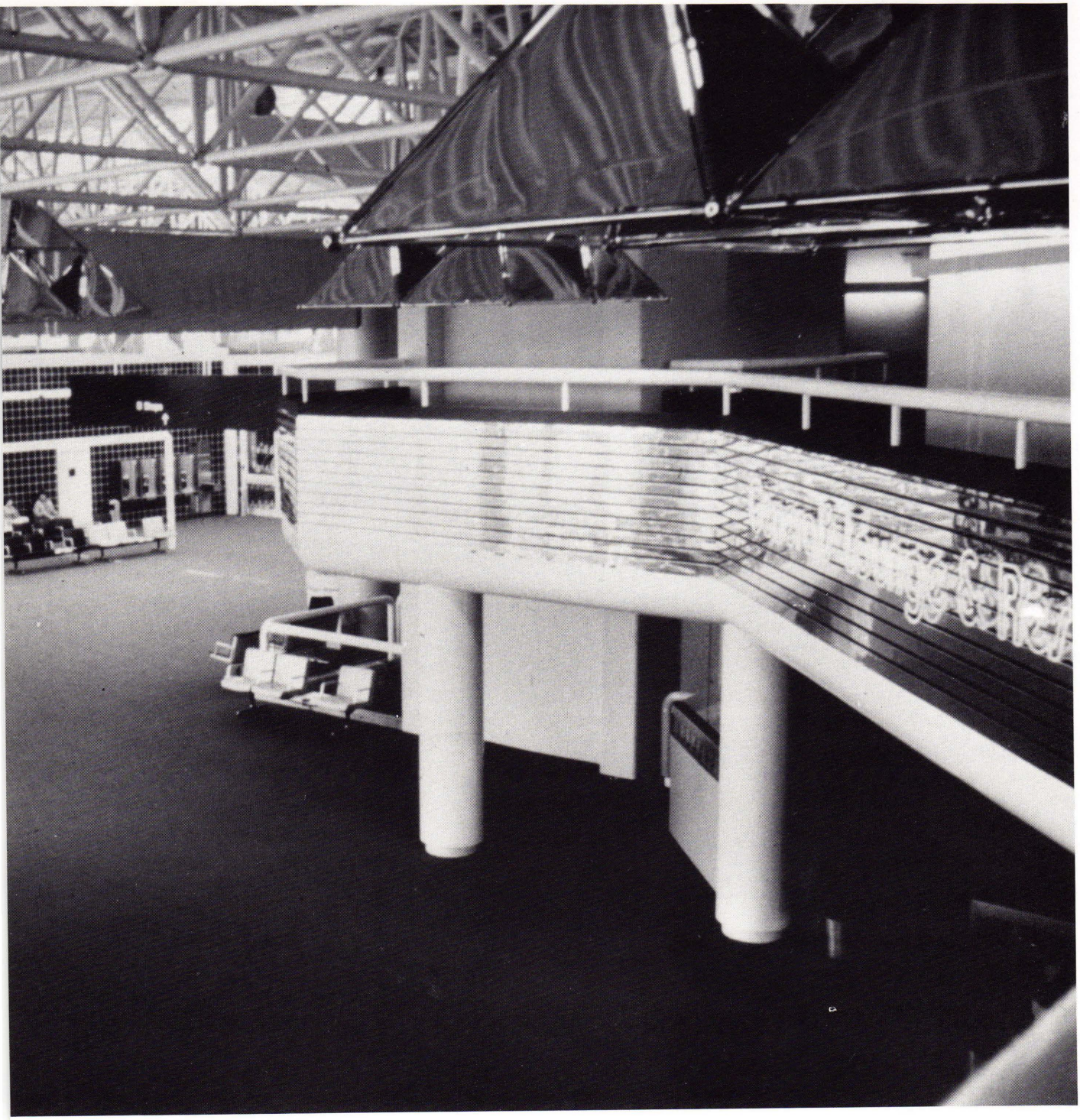

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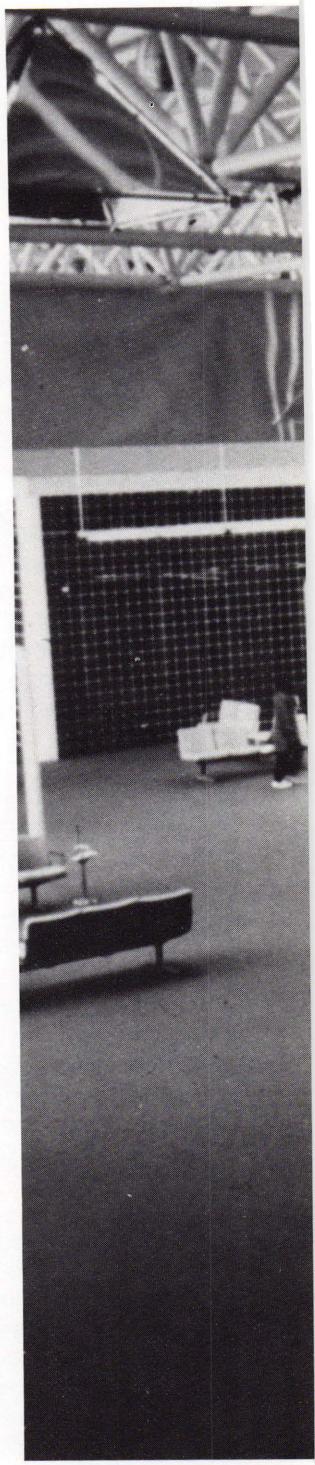


Terminal Building Expansion Milwaukee Mitchell Field

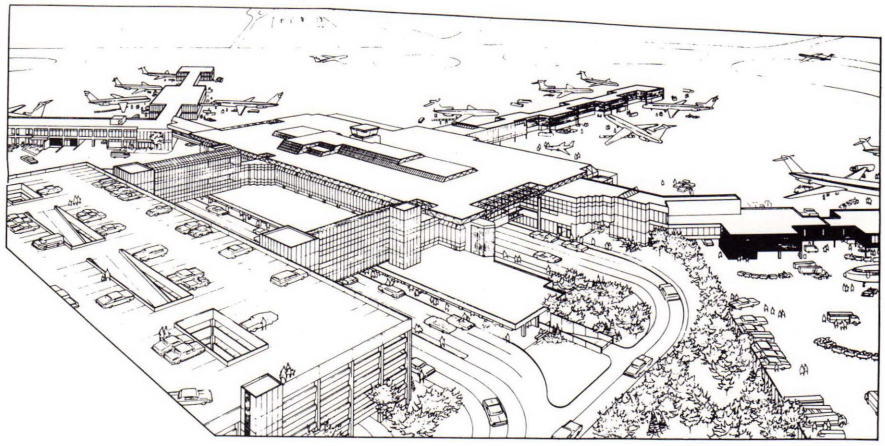
By Grace B. Stith

Airport for the year 2000! When completed in fall of 1985, that is what Milwaukee's newly expanded General Mitchell Field will be. Designed as a major gateway to Milwaukee, the new airport will project the image of the city as an exciting place, worthy of a second look.

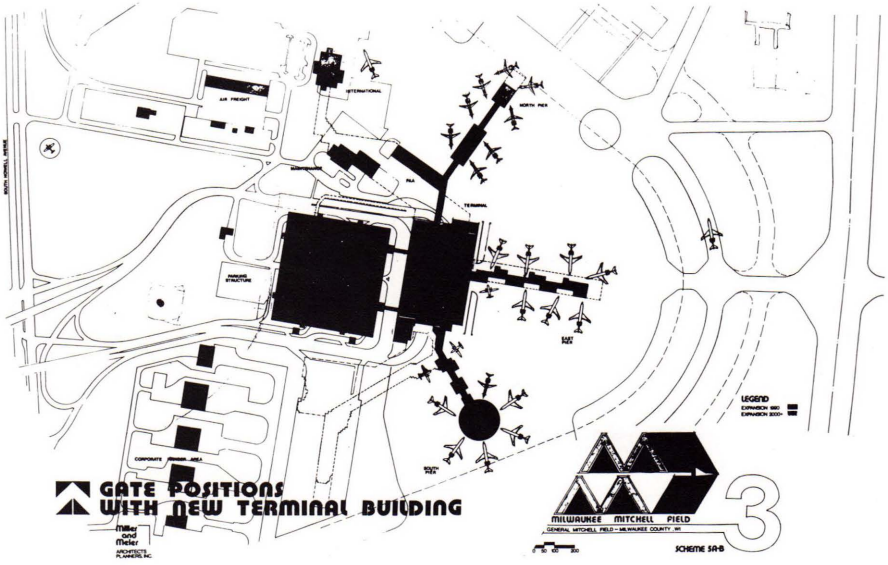
Construction has been going on for months behind the scenes. "When did you build this?" was the repeated reaction of regular users of Milwaukee Airport when the new concession area was first opened June 30th. "We believe that reaction proves the success of our four years of research, planning, and drawing," comments Jordan A. Miller, AIA, president of Miller and Meier and Associates, Architects and Planners, Inc. of Milwaukee. "In fact, we were tearing apart and building for weeks before most people realized anything was going on."

Miller and Robert D. Cooper, executive vice-president of the architectural firm, dealt in depth with airlines, FAA representatives, and Airport Director Barry Bateman. Complicated construction details proceeded without interrupting a single flight schedule. This was possible because the building has been constructed behind the old terminal. The northern half, which will duplicate the recently opened concession lobby, will follow the same pattern.

Also worthy of a second look is the unique financing of this project. The $42,000,000 terminal expansion used no taxpayer money. Milwaukee County issued 25-year bonds to be paid by the airlines who use the airport. Airlines also finance airport operating expenses.



Aerial View



Site Plan

Blending "old" with "new" has been an important part of the planning. The parking ramp, built about ten years ago, is connected by its bridges at the third floor level to the new building concession lobby.

In the final phase, the essential headaches of travel — tickets and baggage — will be handled with ultimate convenience, largely through functional separation. The roadway serving the terminal will

(Continued on Page 11)

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Did You Hear The One About . . .

Put a couple of architects in a room, give them a beer, a glass of wine, or a cup of mineral water . . . and before long they might be making negative comments about their ability to practice architecture profitably.

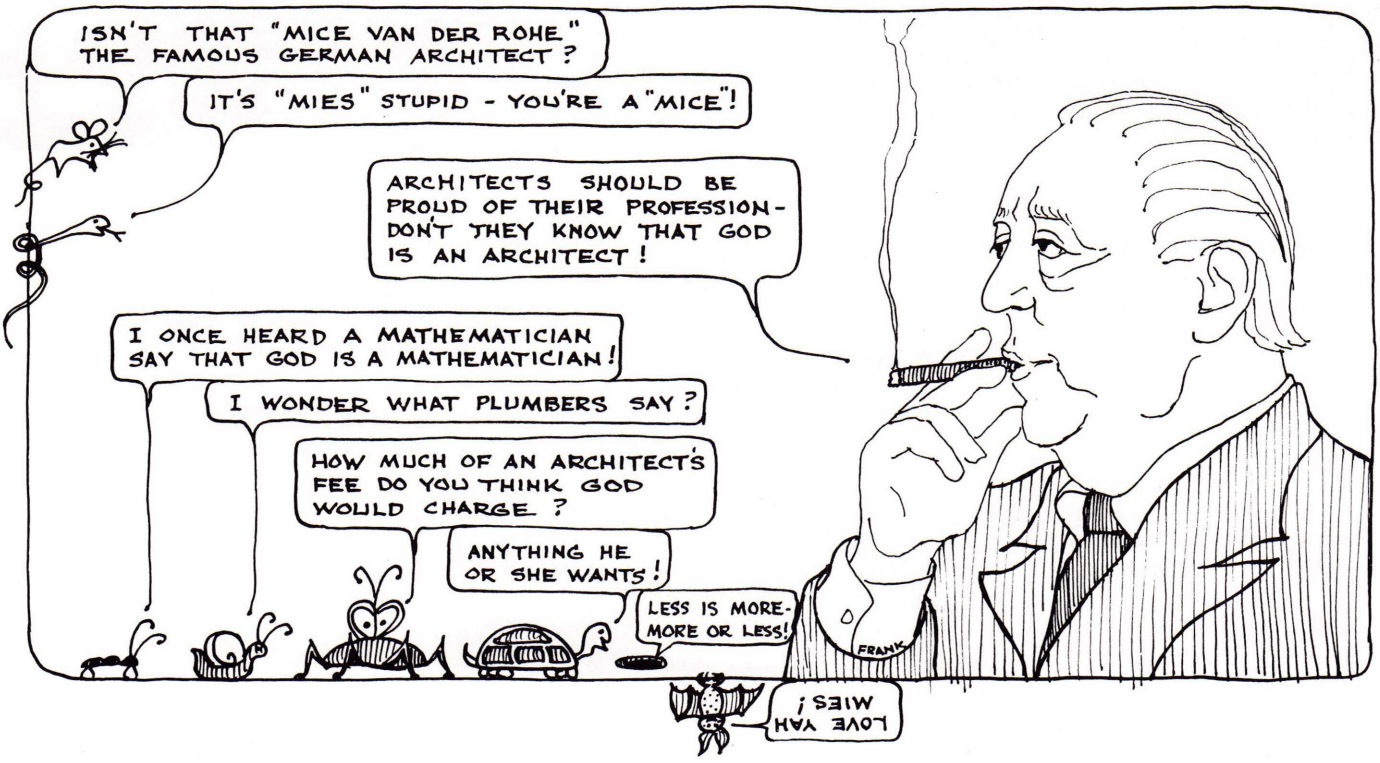
Did you hear about the architect who inherited a million dollars? He couldn't decide what to do with it, so he decided he'd keep practicing architecture until it was all gone.

This "joke" seemingly told whenever a group of architects get together, could be reflective of one of the most serious problems facing contemporary architects. What's that problem? Perhaps it's that architects have a habit of putting themselves down in terms of their ability to command income and profits commensurate with their abilities. It seems logical that this self deprecation can only lead to these barroom stories becoming truths in the eyes of architects, owners, and the general public.

No one is suggesting that the financial rewards involved in architecture are similar to those involved in brain surgery. In fact, architects do deserve more money than they currently command. What's interesting is that if you're in a car with a bunch of architects and you pass by a roadside fruit stand, someone will say, *"That's a fellow who couldn't make it practicing architecture." A car full of bus drivers, osteopaths, shoe salesmen, or accountants would not make the same statement.*

The problems facing contemporary architecture are great enough without the need for architects to bad mouth themselves.

Make your 1985 New Year's Resolution early . . . don't put down architecture. There is a strong belief and consensus within the architectural community that their services and profession have tremendous benefits to the general public, this commitment should be promoted.



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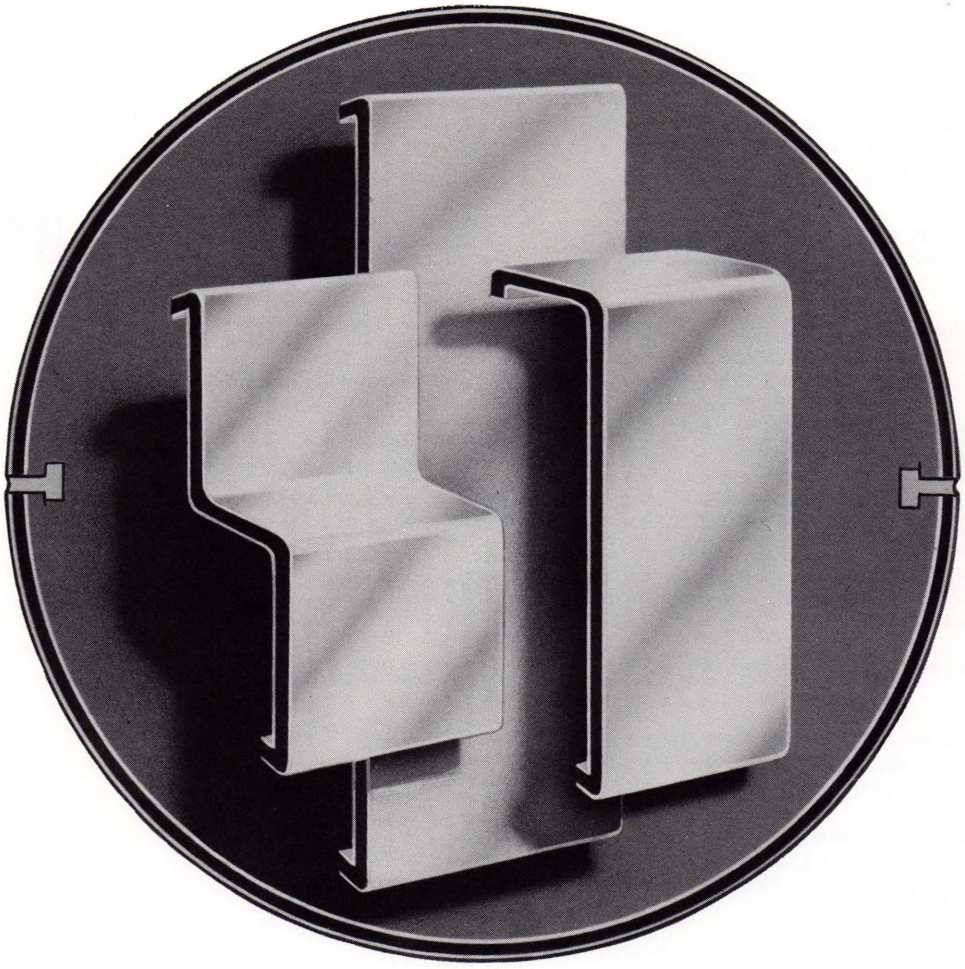

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8:30 - 9:00 A.M.	Registration, Coffee
9:00 - 9:30 A.M.	Natural Gas Pricing, Supply and Promotions ANR Pipeline Company
9:30 - 10:00 A.M.	Natural Gas: New Technologies and Recent Equipment Developments Gas Research Institute
10:00 - 10:15 A.M.	Break
10:15 - 11:45 A.M.	Successful Natural Gas Applications Guest Architect and Engineer Speakers
11:45 - 12:00 P.M.	Question and Answer Session
12:00 Noon	Refreshments and Lunch

For additional information, contact Wisconsin Natural Gas Industry, care of ANR Pipeline Company (414) 547-5528.
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Airports

October 1984